

CITY OF SAN DIEGO

ENERGY EFFICIENCY & CONSERVATION BLOCK GRANT

Ad Hoc Committee Meeting

June 25, 2009

8:30 a.m. to 11:00 a.m.

REPORTED BY LORIE RHYNE, CRR, RPR, CSR NO. 12905

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9 CITY OF SAN DIEGO
10 ENERGY EFFICIENCY & CONSERVATION BLOCK GRANT
11 Ad Hoc Committee Meeting
12 June 25, 2009
13 8:30 a.m. to 11:00 a.m.
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19 commencing at the hour of 8:34 a.m. on Thursday, June 25,
20 2009, at City Administration Building, 202 C Street, 12th
21 Floor Council Committee Room, San Diego, California, before
22 Lorie Rhyne, Certified Shorthand Reporter No. 12905.
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1 Amy Bridge, EDAW/AECOM
2 Edward Liang, MCV Technologies, Inc
3 Nicole Capretz, EHC
4 Linda Floumoy, Planning & Engineering for
5 Sustainability
6 Bill Monsen, MRW & Associates
7 Jane Howell, Urban Corps of San Diego
8 Chuck Brands, United Green
9 Crickett Bradburn, retired environmental chemist
10 Robert C. Leif, Newport Instruments
11 Lisa Bicker, CleanTech San Diego
12 Marv Lyons, Vision Synthesis
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1 APPEARANCES
2 EECBG Ad Hoc Committee Members:
3 DONNA FRYE, Co-Chair
4 DAVID JARRELL, Co-Chair
5 ANDREW MCALLISTER
6 RISA BARON
7 SCOTT MALONI
8 DR. PAUL LINDEN
9 RORY RUPPERT
10 JEANNE M. FRICOT
11 ED SMITH, JR.
12 PAUL HANNAM
13 BILL POWERS
14 MICAH MITROSKY
15 GREGORY STEVENS
16 ENVIRONMENTAL SERVICES DEPARTMENT
17 CITY OF SAN DIEGO:
18 Chris Gonover, Tom Blair
19 Grace Lowenberg, Deputy City Attorney
20 Special Appearance: Mayor Jerry Sanders
21 AUDIENCE MEMBER PARTICIPANTS:
22 Heather Shepard, Wiser Ventures
23 Erica Johnson, Students SDSU
24 Stella Robitaille, Estudio of Teddy Cruz
25 Faith Picking, BIOCUM

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1 PROCEEDINGS
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3 CO-CHAIR FRYE: First, good morning. I want
4 to welcome everybody to the EECBG Ad Hoc Committee
5 Meeting, and in case anyone wonders what that means, it
6 is the Energy Efficiency Community Block Grant AD Hoc
7 Committee Meeting. So I want to welcome everybody to
8 the first meeting, and my official co-chair is our
9 mayor, Jerry Sanders. and I wanted to have him say a
10 few words and welcome everybody.
11 Also, before he starts, I just want to let
12 everyone know there is a sign-in sheet in the back, and
13 I would ask everybody please sign in. if you want to be
14 included on e-mails. We won't sell your lists or your
15 names, so you don't have to worry. We're not that
16 broke.
17 MAYOR SANDERS: Depends on how much we can
18 get.
19 CO-CHAIR FRYE: You have my assurances. But
20 anyways. I would really appreciate if everyone would
21 sign in.
22 Mr. Mayor. welcome.
23 MAYOR SANDERS: Thank you. Now. we're
24 co-chairs. so that will tell you Donna's the boss.
25 You know. when we got the opportunity to get

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2 (Pages 2 to 5)

1 the money from the Federal Government and the EECBG. I
2 guess. is what it is. we talked with Donna and she
3 expressed an interest in a public process and one that
4 we could talk about how to best spend that money, and I
5 think there's about 12 and a half million dollars right
6 now. with a promise of more to come later on.

7 We had a list of city projects, and
8 reviewing this, we don't know that those are the best
9 projects, and we'll bring those forward, but I think
10 that the public input is going to be extremely
11 valuable, not only the input from all of you, but also
12 the expertise that's being brought to this issue.

13 So for that, I thank Council Member Frye for
14 putting this together. Her and I are co-chairing, as I
15 said. But I won't be able to be here quite as much,
16 and Dave Jarrell is going to fill in. I want to thank
17 all of our committee members. This was short notice.
18 In fact, I'm not even sure all of them got notice,
19 because I was still getting memos on who was going to
20 be in yesterday. And, you know, it's just really a lot
21 of work and there's a lot of expertise at the table,
22 and I think we're going to get some great decisions out
23 of this.

24 Infrequently, what happens is it's crystal
25 clear in your mind where you want to go, and then when

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1 you are. Thank very much for spearheading our side of
2 it. Tom Blair and Chris Gonover. You know, our
3 Environmental Services Department has done an
4 incredible job over the past 10 or 15 years in bringing
5 forward issues. And I know that they've worked closely
6 with Council Member Frye, and she's been tremendously
7 helpful with them also.

8 So with that, I just want to thank you,
9 Donna, for your leadership on this. And I think we're
10 going to get an excellent result. I'd like to thank
11 each of the commissioners right now for the help in
12 this, and I'm sure we're going to get a quality product
13 that will really fit the bill.

14 CO-CHAIR FRYE: Thank you, Mr. Mayor. I
15 appreciate it very much. We will get this done. It's
16 not -- to me, it's not a problem. I think it's a
17 challenge, and I think it's one that everybody in this
18 room is behind and we're going to make it happen. So I
19 am not worried at all.

20 I just want to briefly touch on the mission
21 of the Advisory Committee and the principals of
22 participation, and, that is, to develop a City of
23 San Diego energy efficiency and conservation strategy
24 and a list of recommended projects and priorities to
25 fully utilize the City's 12.5 million in Energy

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1 you start getting input, you find that there's much
2 better ideas, and that's the way we're approaching this
3 is that the experts on this will help save taxpayer
4 money, will help save energy, will help create jobs,
5 and really, job creation is a big part of the stimulus
6 fund, so that's one of the things we want to see.

7 We also know that we only have -- we have
8 hard deadlines, and that's going to be one of the
9 problems. We have 120 days from today to get our
10 application in. And if we don't do that, we lose 12
11 and a half million dollars. So Council Member Frye and
12 I have talked about that. We may be working nights.
13 We can't lose that money. So there are going to be
14 some very tight guidelines and tight deadlines on this
15 so that we have plenty of time to put a quality
16 application in and get the quality projects that we
17 need.

18 So I really appreciate what -- all of the
19 interest, and I have to tell you, I didn't expect to
20 see quite so many people out here, and in looking
21 through this crowd, I guess it is understandable
22 because everybody's involved in energy and the
23 environment. We have people who are involved in just
24 about every aspect of it.

25 I want to thank our City staff, Eric. There

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1 Efficiency and Conservation Block Grant for
2 consideration by the mayor and City Council, so that's
3 what we're here to do.

4 Before we get to our agenda, I would like to
5 ask the members of the committee to introduce
6 themselves, within less than a minute, tell us who you
7 are, because we have a lot to cover. And then, as we
8 look at the agenda, I notice that the public comment is
9 No. 5. If there is a preference to have the public
10 comment prior to that, we're certainly happy to do
11 that. So if there's any preference -- this is not
12 going to be that formal. I'd like it to be more of a
13 workshop, open discussion.

14 So if there's anybody that has things that
15 they would like to bring to the committee's attention
16 prior to us getting started on the agenda, you know,
17 just raise your hand or let me know so that we can
18 bring you up to the podium. And if there's no one who
19 wants to do it that way, then we'll have the public
20 comment after Item No. 4. So sort of your preference.

21 All right. I don't see anyone hopping out
22 of their chair -- actually, I do. I'm going to have
23 the committee members introduce themselves and then I'm
24 going to have nonagenda public comments. Then we can
25 have it again for the agenda.

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1 Andrew, would you like to start?
2 MR. MCALLISTER: I'm Andrew McAllister,
3 Director of Programs at the California Center for
4 Sustainable Energy. I work with the City and other
5 municipalities in the region, lots of different stuff
6 related to clean energy with all the renewables and DG
7 side, distributed generation side, also energy
8 efficiency.
9 And I'm really happy to be here because I
10 think that the City really has a huge influence on the
11 rest of the region and a lot of this challenge of
12 change and getting the most bang for our buck on our
13 public investments and clean energy really has to do
14 with regional efforts and broad coordination and trying
15 to help the marketplace function, and we don't do that
16 when we put up barriers that have jurisdictional
17 issues.
18 So I'm really happy to help the City use its
19 leadership to that effect, and thank you very much.
20 CO-CHAIR FRYE: And also, I just want to ask
21 you neither you nor your organization will be applying
22 for this grant money; is that correct?
23 MR. MCALLISTER: By agreeing to be on the
24 committee meeting, we agree that we will not go after
25 the grant money.

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1 CO-CHAIR FRYE: Thank you.
2 MS. FRICOT: My name is Jeanne Fricot, and
3 I'm an energy consultant analysis and analyst, and I
4 work with Energy and Green Consulting. And I've been
5 working with the energy code for about 18 years, and I
6 have focused on multifamily buildings, commercial
7 buildings, and residential buildings, and I'm honored
8 to actually be on this committee to help see where --
9 or direct where this money will go. Thank you.
10 CO-CHAIR FRYE: Also, I'll ask you the same
11 question. Neither you or your organization or any
12 entity you represent will be seeking any of the
13 12.5 million?
14 MS. FRICOT: That's correct.
15 MR. SMITH: Good morning. My name is
16 Ed Smith. I'm a government relations consultant to the
17 CACT program, the Centers for Applied Competitive
18 Technologies, which is a 13-site initiative through the
19 community college district. And we have a mandate to
20 help develop green jobs, green technology, and energy
21 efficiencies in our regional area. I am very pleased
22 to be here today.
23 CO-CHAIR FRYE: I'll ask you the same
24 question.
25 MR. SMITH: Not to my knowledge.

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1 CO-CHAIR FRYE: And if that changes, I would
2 expect any of the committee members to bring that to
3 our attention and to find an alternate.
4 MR. HANNAM: My name is Paul Hannam. I'm
5 English but live in San Diego. I taught environmental
6 management and leadership at Oxford University for
7 about six years and specialized in looking at big
8 changes, like this multiple stakeholder changes.
9 Currently, just set up the first green MBA program at
10 Alliant University here in San Diego.
11 I own four green businesses in Europe and
12 the states, especially areas of green job growth,
13 environmental leadership, and systemic change and green
14 education. So I'm particularly interested in
15 stimulating long-term behavioral change and looking at
16 how all the different systems in the City work
17 together.
18 CO-CHAIR FRYE: Same question.
19 MR. HANNAM: Absolutely, I won't be bidding
20 for anything.
21 CO-CHAIR JARRELL: My name is Dave Jarrell.
22 I'm the chief of Public Works for the City of
23 San Diego. I spent the last 27 years in the Public
24 Works field. About 20 of those with the Navy, and then
25 several years as an engineering consultant. I'm a

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1 civil engineer, and then the last three with Public
2 Works here in the City.
3 MS. BARON: Hi, my name is Risa Baron. I'm
4 with San Diego Gas & Electric, and I manage our energy
5 efficiency local government partnership programs. I'll
6 be working with all the cities in the region to help
7 them facilitate their energy efficiency block grants,
8 and thank you very much for the opportunity to serve on
9 the committee. And, no, we will not be applying for
10 any funds.
11 MS. MITROSKY: Micah Mitrosky. I'm an
12 environmental organizer with the Electricians Union
13 IBEW Local 569. I'm their point person on green jobs,
14 renewable energy, and building environmental
15 partnerships. Prior to this, I was a community
16 organizer with the Sierra Club working on a renewable
17 energy campaign here in San Diego.
18 CO-CHAIR FRYE: Same question.
19 MS. MITROSKY: No. I will not applying for
20 this.
21 MR. STEVENS: I'm Gregory Stevens. I'm a
22 local energy consultant with over ten years experience
23 in providing technical services to government agencies
24 to help them with energy resource management.
25 Additionally, over the past decade, I've helped the

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1 California Investment Utilities implement their energy
2 efficiency programs, as well as California Solar
3 Initiative. And I'm also going to be part of the
4 committee and, no, we will not be applying for the
5 grant.
6 MR. MALONI: My name is Scott Maloni. I'm
7 the vice president of development for Poseidon
8 Resources. We are the developers of the Carlsbad
9 Seawater Desalination plant, the first water desal
10 plant in the State of California. We can't talk about
11 water in California without talking about energy.
12 Our project in Carlsbad will be the first
13 volunteer net carbon mutual project in California.
14 It's my pleasure to serve on the committee. Also, I
15 apologize, but I have a previous commitment in Orange
16 County later this morning, and I'll have to excuse
17 myself early, and we do not intend on applying for
18 these funds.
19 CO-CHAIR FRYE: Thank you.
20 Marv? I'll ask you to fill out a speaker
21 slip for anyone that's speaking.
22 MR. LYONS: I'm Marv Lyons, and I'm a member
23 of the Sustainability Alliance of Southern California,
24 and also have my own organization, EarthTHRIVE
25 Initiative. And, Paul, I'm kind of in your camp. I

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1 think I'm concerned not just with specifics as to where
2 to spend money, perhaps, on solar panels, but how to
3 use this -- begin a transformation to the entire
4 community. So it -- we all have a concern for
5 sustainability long-range.
6 My thoughts are to create what I'm calling a
7 green olympics or a green challenge. So it -- for
8 example, the five different supervisory districts have
9 competitions, and instead of getting awards for who
10 runs high -- fastest, or who jumps highest, how many
11 people change their cars to green cars, how many people
12 tear up their lawns and put in edible landscaping, how
13 many people put solar panels, so we can continually
14 have a competition and award this, so it's an ongoing
15 thing.
16 And not only in reaction to the fear and
17 panic of the creation -- of the future we created, but
18 to actually have fun doing it, and suggest this be the
19 first one -- first community in the globe, and we
20 have -- make it global.
21 CO-CHAIR FRYE: I like you. I like the
22 energy.
23 Is there anyone else who wanted to say
24 anything right now, please come forward. If anyone has
25 items on the agenda for which you want to speak, if

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1 you'd please fill out a speaker slip, and we'll make
2 sure that you get called.
3 MR. LEIF: I think you need to clarify when
4 the grant proposals from the Scientific Engineering
5 Community are due, because it looked like it was a very
6 short time, and you will not get good proposals without
7 having at least a month or two months.
8 Secondly, I see the composition of this
9 group. You made not only a very good rule, but nobody
10 should be affiliated with anyone getting a grant. That
11 also means that you have none of the technocrats who
12 actually know the science, and you have to follow what
13 NIH does. It says, if you have an affiliation and the
14 grant is discussed, you step out of the room, the same
15 way the City Council does. Because, otherwise, you're
16 not going to get the Ph.D.s. You don't have anyone
17 here from Connect or BIOCOM, so that's one of the
18 reasons why nobody knew this thing was going to happen
19 until we got the announcement for this.
20 So I recommend that you change your rules;
21 that you expand this committee to have some real
22 technocrats on it, because if you're going to have to
23 evaluate technological proposals, you better have
24 people with technological training. And, also, I have
25 to tell SDG&E that I'm going to propose something that

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1 would help them, even though I don't particularly like
2 you, but that's going to be later.
3 CO-CHAIR FRYE: I'm sorry. What was your
4 name again?
5 MR. LEIF: Robert Leif.
6 CO-CHAIR FRYE: All right.
7 MS. BRADBURN: I'm Crickett Bradburn, and
8 I'm a retired environmental chemist. I have 16 years
9 in the labs doing the analysis that shows why we had to
10 have the laws to protect the earth. So I'm here just
11 for me. This is of interest to me, not my usual group.
12 I hope that this not only -- set on a path
13 where we make good choices about where we spend the
14 money, but we also create the synergy to bring this
15 together to form the groups that are experts so that
16 other communities come to us and ask us for help. We
17 become the experts. They pay us to consult, instead of
18 we paying them to consult; that we create jobs in the
19 forefront of this. This is fairly new, so that our
20 workforce has learned state-of-the-art and will have
21 jobs going forward, jobs not becoming obsolete. And I
22 look forward to watching this unfold. Thank you.
23 CO-CHAIR FRYE: Thank you.
24 MR. McLAUGHLIN: Good morning. Evan
25 McLaughlin, with the San Diego Imperial County's Labor

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1 Council. I want to thank you and tell you that we are
2 very excited that this process is beginning today. We
3 know that we will be talking about one-time monies in
4 many cases with this committee, but, you know, we don't
5 want -- we want to make sure that we're not just
6 talking about how to create one-time jobs.

7 You know, green technology and some of the
8 subject matter you're going to be talking about
9 presents an opportunity for San Diego to really start
10 talking about green careers and ways to make the --
11 stimulate our local economy by using local workers. So
12 I look forward to the discussion going forward and hope
13 that you have, at your disposal, the expertise of
14 Ms. Mitrosky about how to create these local jobs and
15 to set green career pathways. Thank you very much.

16 CO-CHAIR FRYE: Thank you.

17 MS. CAPRETZ: Good morning. My name is
18 Nicole Capretz with Environmental Health Coalition.
19 We, too, are very excited that this committee exists
20 and that there's going to be a public process to vet
21 what are the best uses for our limited energy dollars.

22 The theme Environmental Health Coalition
23 wants to convey is the need to make sure there's equity
24 and access for those communities that are traditionally
25 left out of these kinds of opportunities. We want to

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1 into the idea of putting projects on the table
2 immediately. And I think, first, we need to determine
3 what are the overarching goals and objectives, how much
4 energy do we want to reduce, how many green-collared
5 jobs do we want to create.

6 Those goals and objectives need to be
7 identified, embedded first through this committee and
8 through some of the expertise in the room. And then
9 you plug in which projects fit into that strategy. So
10 when I see the mayor's put out, oh, you've got to
11 submit your projects by July 1st, to me, that subverts
12 the planning process and makes no sense.

13 So while, ultimately, we do want people to
14 submit projects, obviously, because I know, again, a
15 lot of people in this room have some fabulous ideas,
16 maybe some people in this committee, but I think, you
17 know, let us know what the goal is, what are we aiming
18 for. So I just encourage everybody to start there and
19 then get into the meat of some of the project
20 proposals. Thank you.

21 CO-CHAIR FRYE: Thank you. Lisa Bicker,
22 Erica Johnson, Linda Flournoy, and then Faith -- I
23 can't read your last name.

24 SPEAKER: Good morning. I'm Lisa Bicker,
25 and I'm President of CleanTECH San Diego. CleanTECH

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1 make sure that not only are the homes in Barrio Logan
2 and Southeast San Diego are retrofitted and allowed the
3 opportunity to put solar panels on their homes, not
4 just in La Jolla, the wealthier communities.

5 But in addition to that, we want some of the
6 members of our community to have access to the
7 green-collar jobs that are going to be created, so
8 there's going to have to be some kind of mechanism to
9 ensure that some of these community members just aren't
10 necessarily plugged in to what is happening at City
11 Hall, so that there's a pathway for them to get in the
12 loop and take advantage of the some of the new
13 opportunities that are going to exist.

14 The other thing is -- I know you haven't
15 gotten into the meat of your conversation, so,
16 hopefully, this will happen, but this committee was
17 formed, and as Council Member Frye knows, I've been
18 working months to get this committee formed. This
19 committee was formed to develop a strategy. The
20 Department of Energy was explicit in allowing cities to
21 take advantage of this planning money to develop a
22 long-term, thoughtful strategy for the City of
23 San Diego.

24 So, I think, before we get into -- it's
25 just -- I'm just a little concerned that we're rushing

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1 San Diego is a nonprofit trade group, and we happen to
2 be affiliated with the -- with BIOCOM and Connect. I
3 do not represent them today.

4 I just wanted to make one simple point, and
5 that is, our mission, our nonprofit mission as our
6 organization is to create and sustain a leadership
7 position for the San Diego region around green and
8 sustainable issues. And I am concerned -- I'm very
9 glad that you're not, Council Member Frye, but I am
10 concerned that the most important thing that we need to
11 do is make the deadline.

12 I'm pretty sure that every other community,
13 eligible community, in the San Diego region did, in
14 fact, make the June 25th deadline today. And I'm
15 pretty sure that every other large city in California
16 met their deadline: Sacramento, San Francisco,
17 Los Angeles. And my job is to help San Diego compete
18 against those regions.

19 And we are where we are today, I support
20 this process, and I'm happy to participate in it and be
21 helpful where we can. I just really encourage us all
22 to keep our eye on the prize, which is to make sure
23 that we submit our application in October so that these
24 monies can flow to our region and our workers. So
25 thank you.

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1 CO-CHAIR FRYE: Thank you. Erica Johnson.
2 MS. JOHNSON: Good morning. My name is
3 Erica Johnson, and I'm a former associated students
4 green commissioner at San Diego State University.
5 Our student body has been really committed
6 to renewable energies, and we've allocated over
7 \$2.5 million in the past year to renewable energy
8 projects to our facilities.
9 We actually voted to increase our student
10 fees because we're so keen about doing this. While we
11 face many challenges, I think that we can meet our
12 needs with renewable energy and energy conservation
13 methods, and we have not only a profound opportunity
14 but a moral obligation to the region.
15 San Diego State University recently
16 announced the opening of a regional Center for
17 Sustainability. And what we're going to be doing with
18 this is incorporating the government business and
19 education sector to create solutions to the region's
20 problems.
21 So I -- these are the ideas that I've
22 outlined that I think would be best for the stimulus
23 money. I think the most important issues that we're
24 thinking global and acting global, not outsourcing the
25 projects, but keeping green jobs here in San Diego and

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1 generating the revenue here so that we can stimulate
2 our local economy.
3 Also, I think it would be a great idea
4 because of the rebate system to install solar panels
5 all over San Diego and start a solar revolution:
6 government buildings, business parking garages,
7 distributed generation, most importantly, schools and
8 education because future generations are going to be
9 the ones that are putting additional solutions into the
10 future's problems.
11 And then, again, lastly, local homeowners
12 and HOAs, because I know that there's a lot of
13 resistance with HOAs and getting solar panels on top of
14 houses. And that is all. Thank you for your time.
15 CO-CHAIR FRYE: Thank you. And then Linda
16 and then Faith.
17 SPEAKER: Good morning. My name is Linda
18 Flournoy. I'm sustainability consultant. I've been
19 doing this for some 40 years in one form or another.
20 I'd like to thank Nicole for saying much of what I was
21 going to say, so that's great. And I also have a
22 question. It's unclear to me, as this process goes
23 forward, when we're going to be discussing the
24 possibilities. If projects were to be submitted
25 immediately, then that means we're discussing our

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1 projects today.
2 But I really think we do need to not only
3 look at our goals, but to really get a sense of the
4 multidisciplinary, the interconnectedness of the
5 situation that we're in. Donna is certainly aware that
6 my big passion in sustainability right now is related
7 to water. And the water-energy connection, the
8 water-soil connection, and I believe if we sort of back
9 up and take a really integrated look at what's
10 happening within the San Diego region, we can take some
11 of these monies to create some pilot projects and some
12 jobs that will actually go into areas like soils and
13 waste management and others that can all be integrated
14 together in ways that will save significant energy, as
15 well, and reduce our green -- our net greenhouse gas
16 output, which is a piece of our -- the charge that's
17 been given to all cities in the state.
18 I think there's a wide variety -- the jobs.
19 I have a list of about a dozen. I'm not going to try
20 to name them now, but if we have more time to bring
21 this forward, I'd like to bring it to the committee in
22 a really consolidated way and potentially even give you
23 a presentation that could show you what I think the
24 power behind the integrated look and especially looking
25 at soils and landscapes as a piece of that.

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1 CO-CHAIR FRYE: Thank you.
2 MS. PICKING: Good morning. My name is
3 Faith Picking, and I'm with BIOCUM, so BIOCUM is here.
4 I want to thank you all for serving on this committee
5 and beginning this committee. We think it's extremely
6 important to San Diego that we continue the green and
7 clean movement, and we look forward to working with you
8 guys and being of any help or assistance we can. Thank
9 you.
10 CO-CHAIR FRYE: Thank you.
11 The next item -- I appreciate everybody that
12 spoke, and there will be other opportunities as we go
13 through the meeting today to have these discussions.
14 The next item is just some background on the sort of
15 the principles of participation. I don't know if
16 Mr. Jarrell wants to do that. As far as the handout, I
17 believe everyone has one.
18 CO-CHAIR JARRELL: I think that this was
19 passed out to all the committee members. This was the
20 advisory committee principles of participation. Just
21 to reiterate, the mission of this group is to develop a
22 City of San Diego Energy Efficiency and Conservation
23 strategy. And as part of that, a list of recommended
24 projects.
25 So that list of recommended projects will

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1 ultimately go first to the NR&C, Natural Resources and
2 Conservation Committee, and then to the Board Council
3 for consideration to fully utilize the \$12.5 million
4 that's being made available for the City.
5 So the role of the committee -- and this is
6 what we're asking you to do in support of this
7 committee. So devote sufficient time to review all the
8 material; become familiar with the current projected
9 energy issues, opportunities, and technologies; become
10 familiar with the current projected energy conservation
11 and management programs that we have here in the City;
12 review, evaluate, screen, and rank the projects that
13 are going to be presented to us; provide
14 recommendations for the development of the long-term
15 strategy, which we'll be discussing; and, hopefully,
16 this will be a good opportunity for full participation
17 of all the committee members, so we certainly encourage
18 that. I know none of you are shy, but we certainly
19 encourage full participation in this process.
20 CO-CHAIR FRYE: All right. And if any of
21 the committee members have any questions about this or
22 any comments related to the principles of
23 participation, we certainly welcome your comments at
24 this point, if you have anything. If you don't, I'm
25 assuming that it all looks good to you and that you --

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1 just seeing nods. Okay. I don't know if we need to
2 get the caffeine.
3 The next item of business is the application
4 requirements, the deadline, and review of the time
5 line. And I believe that will be presented by Mr. Tom
6 Blair. So welcome.
7 MR. BLAIR: Good morning, Chairs, members of
8 the committee. I'm Tom Blair, and I'm deputy director
9 for Energy Sustainability and Environmental Protections
10 in the Environmental Services Department.
11 I've been with the City for seven years in
12 developing the energy strategy and programs that exist
13 currently within the City. We have a number of
14 guidelines that have already been given to us by the
15 council for various actions and goals that have been
16 established over the years.
17 And in your folder, you will find background
18 documents that include our climate protection action
19 plan, our conservation element of the general plan,
20 which was recently approved. We also have the
21 long-term energy strategy that exists currently as an
22 operational document for kind of guiding what my
23 department -- my division does. And the other one
24 was -- we also included SANDAG's regional energy plan
25 just as background for what the region has been doing

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1 recently related to energy issues.
2 CO-CHAIR FRYE: Mr. Blair, as far as members
3 of the public and people that are here in the audience,
4 how would they be able to obtain these documents?
5 MR. BLAIR: We'll make them available on our
6 web site. We've established a web site that will be
7 linked on the stimulus page so that you can go to the
8 energy -- EECBG web site, and you'll be able to find
9 the documents there.
10 CO-CHAIR FRYE: If anyone does not have
11 access to a computer and needs copies of documents,
12 please let us know, and we'll be happy to make sure
13 they're provided.
14 MR. BLAIR: Now, for a little acronym soup
15 here, we do have the EECBG, is what we're referring to
16 it, as the Energy Efficiency and Conservation Block
17 Grant program. This was not established in the
18 stimulus bill specifically. It was actually
19 established in September of 2007, and it was
20 established as public law -- Public Law 110-140.
21 That was created to provide a mechanism to
22 fund cities for energy efficiency and conservation
23 improvements within the cities, and there's a wide list
24 of eligible activities that have been created. There's
25 a lot of background on the energy efficiency grants.

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1 They're basically a \$2 billion program for a five-year
2 duration that was established by this public law.
3 The 2 billion was to be distributed over the
4 50 states, and it's initially distributed 65 percent of
5 the money goes to the cities that are the 10 largest in
6 each of the states. And there's -- DOE was
7 designated -- Department of Energy was designated as
8 the administering location of the government to take
9 care of this program.
10 So the Department of Energy created a
11 formula to distribute the funds as directed by the law,
12 and we came -- as being one of the larger cities in the
13 country, No. 8, we were actually awarded
14 \$12.541 billion.
15 I did -- at the direction of counsel, I
16 filed the application yesterday. We have -- our
17 application has been received by Department of Energy
18 for the initial \$250,000, and we now have 120 days,
19 starting today, to develop two deliverables. The first
20 deliverable is the energy efficiency conservation
21 strategy. It is directed by the grant award, and
22 that's a four-page document -- we'll also provide
23 copies to you -- that has some specific elements that
24 need to be addressed. Those, we'll go into detail on
25 later, but that's one deliverable that we have. The

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1 other deliverable is the projects that support that
2 energy efficiency strategy.
3 CO-CHAIR FRYE: Mr. Blair, when -- I believe
4 one of the speakers had talked about all the other
5 cities submitting their applications in on time. I
6 believe our city also got their application in on time;
7 is that correct?
8 MR. BLAIR: Yes, we were actually a day in
9 advance.
10 CO-CHAIR FRYE: I just wanted to clarify
11 that, so it's very clear that we met the deadline.
12 MR. BLAIR: The Energy Efficiency Community
13 Block Grant program, while it talks about an energy --
14 long-term energy strategy, it's actually a separate
15 document than what we have as the City guidance
16 document. This strategy only relates to the
17 \$12.5 million of money that has been awarded under this
18 grant.
19 So it will be -- it needs to be focused on
20 how best to create programs. The guidelines that were
21 established for the EECBG were to reduce total fossil
22 fuel use, to create jobs wherever possible, and to
23 improve energy efficiency and conservation throughout
24 the country.
25 So we have had programs in the City of

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1 San Diego for a number of years. We have our -- we
2 generate -- well, let me go through a few statistics.
3 The City uses 200 million kilowatt hours of electricity
4 per year. We generate 125 million kilowatt hours of
5 power a year.
6 Because our loads are not where our
7 generation is, we actually sell 50 percent of what we
8 produce to SDG&E for further distribution in the
9 region. We are constantly evaluating projects that
10 will capture methane gas, turn that into power.
11 We're using -- we have 17 solar
12 installations on City buildings. We also have a
13 megawatt solar system on the Alvarado water treatment
14 facility, which we operate under a power purchase
15 agreement with SunEdison. So we have 1.2 megawatts of
16 solar power. We have a total of 18 megawatts of power
17 produced on an instantaneous-type basis, and that
18 creates the 125 million kilowatt hours a year.
19 So we do have lots of activities going on.
20 We have reduced the City cost of energy use by
21 28 million kilowatt hours of energy efficiency
22 installed in City buildings over the last ten years.
23 Some of that also includes traffic signal improvements
24 where the LED traffic signals were installed, and we'll
25 be looking at those technologies.

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1 We have also recently completed a lighting
2 study, which was to evaluate white lights to be used
3 for exterior lighting. We have test lights already
4 installed up on Sixth Avenue right by Balboa Park.

5 We invited the public a couple of months ago
6 to come out and give us their opinions on which of
7 those lights looked the best. We've been doing a lot
8 of activities, and that will be provided as we look at
9 other projects that could be used -- could be uses for
10 the money.

11 As far as the time line, because it is 120
12 days, it's a very limited period of time that we have
13 to complete this task. The reason that the dates that
14 have been recommended -- were recommended was we have
15 to return to the NR&C committee on July 22nd to be able
16 to get to the council meeting on August 31st to give us
17 enough time to actually compile all the documents that
18 we need to file with the Department of Energy not later
19 than the 23rd of October.

20 The 23rd of October is the hard deadline
21 where we have to submit all of the final documents to
22 Department of Energy. So what we did is work back from
23 that point and tried to establish a period that would
24 give a little bit of time to be able to thoughtfully
25 prepare all those documents.

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1 So currently, we have, today, of course, is
2 the first meeting. We did establish the deadline. I
3 believe the mayor had sent out July 2nd to receive
4 projects, so that's the tentative deadline at this
5 point. The next meeting is Thursday, July 9th.

6 CO-CHAIR FRYE: I think what we'll do on
7 that is -- if you want to, we can take these things out
8 of order, but I'm happy to talk about the future
9 meetings and that time line. If you'd like to do that
10 now, I'm happy to have that discussion.

11 MR. MALONI: Actually, I think we should
12 have that discussion for the benefit of the public. I
13 have one quick clarification first. A speaker asked us
14 or encouraged us to spend a lot of time on the strategy
15 and to have a global view of how this money is spent,
16 not just pick projects. You mentioned that the
17 four-page strategy document exists; did I understand
18 you correctly?

19 MR. BLAIR: Actually, in your folder, we
20 have a City of San Diego long-term energy strategy
21 which supports the City's general plan, which has been
22 approved by council. There's a conservation element in
23 the general plan that speaks to a lot of the greenhouse
24 gas issues, the reduction of energy use, so those
25 documents -- those are our background.

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1 The four-page EECBG energy strategy is a
2 specific document required by the grant, which has a
3 number of questions on it. And I believe -- did we put
4 copies of those in there? We'll give you copies, but
5 there's specific questions that have to be answered by
6 the City to receive the money. So what we're doing is
7 we're asking for your input on how we should complete
8 that form so that we can submit it and get the money.
9 MR. MALONI: It would be good if we can have
10 that sooner rather than later.
11 CO-CHAIR FRYE: Micah.
12 MS. MITROSKY: Actually, I have two
13 questions. When was that four-page City strategy
14 created, or just general ballpark?
15 MR. BLAIR: It has not been created yet.
16 MS. MITROSKY: Not the one for the grant,
17 the other one that the City has.
18 MR. BLAIR: The existing policy has been in
19 place for -- we actually completed that document in
20 February, but it's been a compilation of guidance. It
21 really is an operating document for us, and it's based
22 on guidance from the City Council as to how we're
23 supposed to carry out our activities.
24 MS. MITROSKY: And then my other question:
25 In describing the energy projects that the City has

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1 already completed, the solar installations and all the
2 energy efficiency work, in round figures, what would
3 you say is a percentage of the potential that the City
4 has for solar and energy efficiency, if you had to just
5 make an educated guess?
6 MR. BLAIR: That's been the subject of many
7 CPUC proceedings and others. I mean, there's a lot of
8 disagreement as to what that number is or should be.
9 We are trying to encourage solar wherever it can be
10 cost-effectively installed, and that becomes an
11 individual property-type analysis because you need to
12 look at what the actual rate you're going to recover,
13 what the cost of the system is, and how much you can
14 put on, and what your load is during the day when that
15 system will be operating. So it's hard to say that
16 this is the perfect -- or this is the number.
17 We can say that we have -- you know, the
18 Alvarado plant, we have a one megawatt system. That
19 supplies about 30 percent of the operating KWH for that
20 plant, but it takes up 4.3 acres of land. So you get
21 very little power for a very large system when you look
22 at the totals, but we do support putting in solar where
23 it's cost effective and trying to move that technology
24 forward.
25 MS. MITROSKY: Thank you.

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1 MR. MCALLISTER: So I guess the -- there's
2 this four-page set of questions that have to be -- this
3 plan has to be put together for this RFP. The DOE
4 actually has an RFP document for -- like an application
5 procedures document for this grant. And so the -- that
6 document's been out for a number of months, and most of
7 the cities in the region went ahead and sort of
8 submitted a strategic plan; in most cases, probably
9 something fairly cursory.
10 But in order to go ahead and get access to
11 all the money, rather than just the consultant and the
12 2-1/2 hours for that to come up with a plan. So, you
13 know, I think it is sort of apples and oranges. I
14 think it's a really good idea that we have a discussion
15 (inaudible) for a longer strategy of how we're going to
16 actually approach energy efficiency and renewables and
17 the whole package and even link it to other sectors
18 like water, et cetera, climate.
19 I think parts of that discussion, though,
20 are maybe not directly related to the plan that we have
21 submitted for this grant, because of the guidelines
22 that the DOE has submitted, as requires for this grant.
23 are actually fairly narrow. There's, what, a dozen or
24 so areas where these funds can be used, the types of
25 projects that these funds can be used for. They're

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1 generally not about soil and things like that, which is
2 not to say that that's an area we shouldn't be talking
3 about. We absolutely should.
4 But I think the strictures around these
5 funds are actually fairly well-known already, and most
6 of these have just come forward with plans they kind of
7 already had in their drawer, and they dusted them off
8 and said, okay, we'll look at the list because we had
9 this in the queue for a long time.
10 So I think this is a great opportunity for
11 the City of San Diego to discuss in some -- and start a
12 discussion that can continue on after October and
13 beyond about where we should be going with clean
14 energy, but I think the particulars of the deadline, we
15 need to keep in mind sort of try to be efficient with
16 the discussion and the actual projects that are going
17 to be funded.
18 CO-CHAIR FRYE: And, also, any documents
19 that we need to have made available, if we can get
20 those as soon as possible. And if there are any
21 documents as we're going through this that, the same
22 way, I need that or I don't have it, please speak up so
23 we can make sure we know what they are and make sure
24 that they're provided to you and the public as soon as
25 possible.

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1 Yeah, Ed.
 2 MR. SMITH: I have a question for you. It's
 3 a little different with regards to your workforce.
 4 Your trained and incumbent trained technicians, are
 5 those city workers, are those contract workers, and do
 6 you have a strategic plan for the incumbent workers to
 7 upgrade their job skills and solar (inaudible)
 8 technologies?
 9 MR. BLAIR: The City does not have any solar
 10 installers on its workforce. We do have electricians
 11 who could, within their trade area, but they are
 12 maintenance workers; they're not solar installers. So
 13 we have contracted through a regular RFP process
 14 meeting all the City's contracting requirements for
 15 each system that we have installed.
 16 MR. SMITH: Is there any discussion within
 17 the department or within the City for incumbent worker
 18 training for City employees to have job skills in the
 19 green technology (inaudible)?
 20 CO-CHAIR JARRELL: I can probably answer
 21 that. I don't think that we've considered that yet.
 22 Maybe that's worthy of consideration, if we develop a
 23 robust enough solar program that we may need
 24 technicians to do that type of work, but up until now,
 25 we didn't have the contract and (inaudible) --

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1 MR. MCALLISTER: Just to follow that a
 2 little bit, isn't the City's attitude -- I mean most
 3 cities' attitude is that the marketplace -- that the
 4 marketplace outside the city is sort of the appropriate
 5 place for the workforce for these skills are applied.
 6 So like a contractor, there need to be huge numbers of
 7 workers developed to be able to install many of these
 8 technology systems that are efficiency, renewables,
 9 et cetera.
 10 The City is in a position to guide a lot of
 11 that work and direct resources towards that work. The
 12 marketplace, actually, is where most of those jobs will
 13 sit. That's a really neat potential use for some of
 14 this money is to do some of that training, interface
 15 between the City, but directed to the marketplace, not
 16 towards the City (inaudible).
 17 CO-CHAIR JARRELL: What we typically do is
 18 have contractors do the new installations. So, in
 19 general, for almost every new installation, that's been
 20 by contracting, and we would have -- the City would
 21 have responsibility for maintenance.
 22 CO-CHAIR FRYE: You know what I'm going to
 23 do, I'm going to -- just so you know, we're sort of
 24 working on three agenda items right now, and I'm trying
 25 to keep us all organized here. So we're sort of doing

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1 No. 2, which is the background, which I believe we
 2 pretty much covered. No. 3, the application
 3 requirements deadline that we've looked at, and we're
 4 certainly going to review the time line. And then
 5 No. 6, which is the future meetings.
 6 And so if I may, I'd just like to get us to
 7 the future meetings, and then we're going to get to
 8 Item No. 4, and I think that's where we're going to
 9 have all these other issues come up. So just so we can
 10 sort of get that settled, I believe you all have
 11 your -- in your back-up, I believe you've all been
 12 provided with a schedule; is that correct? No, you
 13 don't have them.
 14 Well, by the next meeting, I will be much
 15 more organized. Like I said, we're doing our best to
 16 keep this as open and iterative as possible. So what
 17 we are proposing is for the next meeting to be
 18 Wednesday, July 1st, and I'll start with the committee
 19 members. I don't know if you have your schedules in
 20 front of you, if that is a problem. If you think you
 21 can --
 22 MS. BARON: What time?
 23 CO-CHAIR FRYE: I'm sort of open on the
 24 time. I'd like to be able to get as many participants
 25 as possible, obviously.

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1 MR. MALONI: I won't be in town.
 2 MS. MITROSKY: I'll be out of town, as well.
 3 but I could do Thursday.
 4 CO-CHAIR FRYE: Thursday, the 2nd. How
 5 does -- we've got two that can't attend. How's
 6 everybody else looking, the 1st or the 2nd, see if you
 7 have a preference.
 8 MR. SMITH: 2nd.
 9 MR. HANNAM: Yeah.
 10 CO-CHAIR FRYE: Andrew?
 11 MR. MCALLISTER: Yes, either day works.
 12 CO-CHAIR FRYE: Scott?
 13 MR. MALONI: I'm out of town Wednesday,
 14 Thursday, and Friday.
 15 CO-CHAIR FRYE: 2nd, Micah?
 16 MS. MITROSKY: 2nd works for me.
 17 CO-CHAIR FRYE: It's going to be the 2nd.
 18 And, you know, we'll try and accommodate so we have as
 19 many people as possible. So, timewise, how does 8:30
 20 in the morning, again, look for you for July 2nd? And
 21 then we'll go to 11:00, 11:30, whatever we need to do,
 22 because we have a lot of work to do.
 23 So just for members of the public, so you
 24 know when the next meeting is, it will be Thursday,
 25 July 2nd, at 8:30 to 11:00. We'll put it down for

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1 11:30, just in case we need to go longer. So that
2 would be Item No. 6.
3 And then what we'll do at that time, what we
4 will be adding to the agenda is more discussions about
5 the overall time lines for the next meetings, and so if
6 everybody can kind of bring their schedule.
7 Yeah, Greg.
8 MR. STEVENS: Generally speaking, do you
9 anticipate a weekly meeting or what?
10 CO-CHAIR FRYE: No. What I anticipate is as
11 many meetings as we need in order to accomplish the
12 work. So if that means we sometimes might meet two
13 days in a row, whatever we need to do that will get the
14 work done and make sure that as many of these committee
15 members can attend as possible.
16 MR. STEVENS: Fair enough.
17 CO-CHAIR FRYE: We just anticipate meeting
18 until we get this done, because we are going to get it
19 done.
20 MS. MITROSKY: In terms of getting the work
21 done, is there some type of time line or something that
22 shows milestones so we know --
23 CO-CHAIR FRYE: That's one of the items that
24 I want us to look at and have those discussions around
25 Item No. 4. We'll sort of broaden that discussion.

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1 And also, Tom, as far as the application
2 requirements and deadlines, is there a time line
3 provided for that item? Do we have that --
4 MR. BLAIR: Well, the critical points to
5 meet the application deadline.
6 CO-CHAIR FRYE: What is the application
7 deadline?
8 MR. BLAIR: The application deadline is
9 October 23rd, which is a Friday, at 5:00 p.m. Eastern
10 time. So that will be earlier for --
11 CO-CHAIR FRYE: So that's our hard deadline
12 and everything has to be done. That includes the
13 projects and energy strategy meetings.
14 MR. BLAIR: And today, I received some
15 information from DOE that there are a number of cities
16 that are having trouble accessing the fed connect site
17 where you're actually putting your applications. So we
18 need to be a few days in advance of the 23rd to ensure
19 that --
20 CO-CHAIR FRYE: If necessary, we will FedEx.
21 MR. BLAIR: So to meet the 23rd, the goal
22 was to have the items heard at council on the 31st of
23 August, which is the first day you're back from
24 legislative recess. To be able to meet that deadline,
25 we need to be able to reach the NR&C meeting on the

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1 22nd.
2 CO-CHAIR FRYE: Of July.
3 MR. BLAIR: That leaves us between now and
4 the 22nd of July to come up with the basic plan, which
5 would be discussed in open forum at the NR&C committee.
6 and then we can go back and fill in the blanks to
7 prepare the final documents, which would be submitted
8 to council after guidance from NR&C.
9 CO-CHAIR FRYE: At that time, along with the
10 actual strategy itself, will be the proposed projects?
11 MR. BLAIR: Yes, all the projects must be
12 submitted with the strategy by the 23rd of October.
13 CO-CHAIR FRYE: Why don't we do this. Why
14 don't we plan for our next meeting, the first item that
15 we will be discussing -- you'll have an idea of these
16 deadlines, and maybe you could provide to us your
17 availability beyond July 2nd so we know kind of where
18 everybody's at. And I guess the best place to send
19 them is to you -- who's going to be the --
20 MR. BLAIR: My staff will be receiving them,
21 Anita Pyle, who is on the original --
22 CO-CHAIR FRYE: Okay. Terrific.
23 MR. BLAIR: To meet the NR&C deadline, I
24 also need to prepare documents and file those, so I
25 really have to have the work completed by the Friday

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1 before the NR&C committee, which is the 17th of July.
2 CO-CHAIR FRYE: Maybe what we can do is get
3 all those dates out to everybody so we all have an idea
4 what we're looking at. You have an idea this is going
5 to be very compressed and we're going to try and get as
6 much as done as possible.
7 Does anyone have any questions about those
8 deadlines or times or what we need from you before the
9 next meeting?
10 MS. MITROSKY: I was wondering if each
11 committee member could get a copy of these actual grant
12 guidelines, because as Andrew mentioned, there are --
13 DOE has laid out a road map of what the criteria are
14 for these projects and what the five metrics are that
15 they're going to be using to measure -- or to evaluate
16 the strategies.
17 CO-CHAIR FRYE: What was the -- what was the
18 first document people had requested when you started
19 speaking? Someone had asked that Andy -- was it
20 Andrew, you had mentioned a document?
21 MR. MCALLISTER: Just the DOE guidelines.
22 MR. BLAIR: We have a number of web casts,
23 and the -- actually, the Department of Energy has a
24 very inclusive web site for the EECBG program itself.
25 CO-CHAIR FRYE: Why don't we send that all

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1 out. What we need to go out to the committee members
2 will be, obviously, the DOE guidelines and then the
3 proposed schedule, as far as the time line that you had
4 mentioned for the dates of when we need to meet and
5 someone in the back, if you want to come forward -- as
6 I said, we're going to be kind of loose on this.

7 The only thing I ask is that if you haven't
8 filled out a speaker slip, if you would.

9 UNIDENTIFIED SPEAKER: The only other thing
10 that you had asked about earlier was the City strategy
11 that had already been created.

12 CO-CHAIR FRYE: And that, I believe, has
13 been handed out to the committee members, but we will
14 make sure that those documents are provided to the
15 members of the public. If you can state your name.

16 MS. CAPRETZ: Nicole Capretz. Something
17 that I copied that the committee members can have is
18 what the DOE says can happen during this four-month
19 planning process, explicitly what the strategy could
20 include that could possibly be helpful for the
21 committee members.

22 CO-CHAIR FRYE: Do you have copies already
23 made?

24 MS. CAPRETZ: Yes.

25 CO-CHAIR FRYE: Enough for everybody?

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1 MS. CAPRETZ: I have like 15. It does
2 allow, actually, for a process to develop a
3 strategy and -- I mean, some goals and then a strategy.
4 So I'm somewhat not quite aligned with Andrew on that
5 time point.

6 And then the only other thing about the time
7 line in terms of getting it to NR&C by July 22nd, I
8 guess, does the -- from a public perspective, I just
9 want to ensure that we maximize the amount of time the
10 committee has to think thoughtfully through these
11 items.

12 And I'm unclear why City staff needs two
13 months to compile the documents, as Tom says, and
14 submit by October 23rd. I just am not clear, and I
15 could be missing something why it has to go to council
16 by August 31st in lieu of September sometime, and maybe
17 give staff four weeks.

18 We only have four months, so it's odd to
19 only give the public one month of participation.
20 That's all. I'm just not clear why that's so --

21 CO-CHAIR FRYE: I think we can have a
22 discussion as we move forward in the time line. I
23 think we can be prepared to have a more in-depth
24 discussion about that at our next meeting and start
25 talking about.

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1 One of the things is even though the City
2 Council does have legislative recess in August, if
3 necessary, I can see if I can get the committee members
4 together to have a special August NR&C meeting, so
5 we'll do everything we can to accommodate it.

6 And if that is not possible, then we will do
7 everything we can to make sure that we forward all the
8 recommendations before Council, even if it doesn't get
9 everything to NR&C. So I think that that discussion
10 needs to take place.

11 We'll give everybody time once we have more
12 information to start thinking about how we want to do
13 this and really have a little more thorough discussion
14 about the time lines, because I think that is part of
15 the source of discussion.

16 Tom, is there anything else you have that --
17 for either items 2, 3, or 6?

18 MR. BLAIR: I believe we covered the topics
19 there.

20 CO-CHAIR FRYE: Does anyone else have any
21 questions? Are there any issues that you want to bring
22 up? Please feel free to jump in. I really want to
23 make this work. If there's anything on your mind, I
24 just -- I could feel something on your mind.

25 MR. HANNAM: From my perspective, I think

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1 this is a unique opportunity to really integrate the
2 different projects. My concern -- and I've seen this
3 in Europe go horribly wrong -- is that if we have lots
4 of different competing projects which aren't integrated
5 and don't really affect our key areas we're trying to
6 change, it's not going to achieve anything compared to
7 having projects which are really integrated, and, in
8 fact, the core issues, which are clearly water, energy,
9 building, food, transport, which is the same all over
10 the world.

11 So I think it's incredibly important we have
12 a strategy and a very clear vision, very specific
13 outcomes, and I've spent ten years really looking at
14 why changed programs work and why they fail in this
15 area. And they normally fail. And they normally fail
16 because they're not looking at the big picture and
17 involving multiple stakeholders, having strong
18 leadership, and really integrating systemic change,
19 because San Diego clearly faces potential catastrophic
20 future, like a lot of other cities in the state,
21 especially with water issues.

22 So now is -- I think it's very important we
23 spend the time and think strategically long-term about
24 this.

25 CO-CHAIR FRYE: Are there any other

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1 committee member comments?
2 MS. BARON: I just wanted to add on to what
3 Andrew talked about the process in terms of trying to
4 meet this deadline in a timely fashion. I mean, 120
5 days really isn't a lot, but I still think, as a
6 community, we have to continue this conversation to
7 develop the strategy.
8 And we may need to take the approach that we
9 may have to have two documents going on at the same
10 time in terms of what's going to be the requirement for
11 the grant to ensure we get the funds. And, secondly,
12 the long-term strategy that could be worked on over
13 time because there's a lot of issues that we need to
14 address, and I think we all want to address them. But
15 like I said, 120 days just isn't enough time.
16 The other point I was going to say is
17 regarding workforce training and education. There is a
18 separate pot of funds from the Federal Government with
19 the stimulus to address a lot of those issues, and I
20 think we need to understand more about that funding
21 that's coming to San Diego and how we can integrate the
22 City of San Diego's initiatives into that workforce
23 training and education initiative.
24 There is, obviously, with energy efficiency
25 block grants, there's very strict -- not strict, but

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1 requirements that you need to reduce energy, you need
2 to do this, you need to do that, and I just think that
3 there are other funding sources that we should really
4 utilize in a strategic plan address. Does that make
5 sense?
6 CO-CHAIR FRYE: Yes, it made sense to me.
7 If you have -- and I will say this to the committee, as
8 well, if you have any other ideas about funding and
9 receiving even more money, please let us know.
10 MS. BARON: Just to add on the funding
11 issue, I mean, I think it's in our best interest as a
12 community to really put together that laundry list and
13 prioritize A, B, C, or whatever prioritization we need
14 to go through, is because there are other funding
15 sources. There will be more funding coming from the
16 California Energy Commission. There's funding from the
17 CPUC. SDG&E provides funding to the City to do energy
18 efficiency projects.
19 And I think we really need to look from a
20 comprehensive perspective which projects we want to
21 fund with the block grants, which projects we want to
22 go after CEC funds, which projects we want to go after
23 CPUC funds.
24 My point is, is that I think we need to look
25 at this from a very comprehensive perspective, but from

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1 a timing perspective, what can we really achieve in 120
2 days to apply for the 12.5 million. The reason I say
3 that is this is -- we're not -- it doesn't end. This
4 is going to be an ongoing dialogue and conversation in
5 the community for a long time, and there will be more
6 funds available from many different funding sources, so
7 we need to get that list established.

8 CO-CHAIR FRYE: Might I ask you, since you
9 know what some of these funding sources are, if you
10 might provide that list.

11 MS. BARON: I'd be happy to.

12 CO-CHAIR FRYE: What we'll do as we start
13 setting up these agendas is have a committee comment
14 portion of the agenda where committee members can bring
15 forward -- I'm just writing up the agenda, so you'll
16 have to forgive me as I keep -- we'll add a committee
17 comment, and it will also allow us to have those
18 discussions, but also, if you want to agendize those in
19 the future so we'll make sure that that's added to the
20 agenda, as well.

21 Are there any other --

22 MS. MITROSKY: I just wanted to say that I
23 support what Lisa just suggested and some of the other
24 comments our committee members have made about keeping
25 the big picture in the back of our mind as we do this

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1 planning, because I think we saw during our
2 presentation in front of council that this block grant
3 program is going -- is potentially going to be a
4 multiyear funding. There are other funds.

5 DOE wants us to look at how to leverage
6 other funds, and just from the training jobs
7 perspective, we've been training on solar since 1999,
8 so we have several thousand skilled trained
9 electricians who are ready to do these installations
10 and this energy efficiency work.

11 MR. MCALLISTER: The amount of funds that's
12 available to the workforce is -- at the end of the day,
13 12 and a half million isn't that much money. Given
14 that this transformation that has to happen in the next
15 20 or 30 years, it's really a drop in the bucket.

16 It's a great organizational moment for us
17 because we have to think proactively, like Micah was
18 saying. But I think we both need to get the job done
19 for this grant, but we also need to make sure that we
20 have this longer term, you know, broader discussion
21 and, hopefully, come out with a list where the City
22 wants to be, how the City wants to help the
23 marketplace, what initiatives the City is going to sort
24 of try to push within its boundaries working with other
25 jurisdictions in the region to end up having a regional

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1 direction of sustainability is a great opportunity.
2 And we don't have to have that whole discussion by
3 October, because this is a fairly restricted
4 (inaudible) --
5 MS. FRYE: It's a lifelong discussion, which
6 I think we would all agree with that. The goal here is
7 we have a unique opportunity, just by virtue of all the
8 people that are here today, all the committee members
9 that are going to volunteer their time to work with us
10 to get this done. And I think, too, the \$250,000, to
11 develop the strategy, we don't have to spend all that
12 money for that. And it's my understanding, correct me
13 if I'm wrong, Mr. Blair, that we have \$250,000 total
14 for planning?
15 MR. BLAIR: Yes, that's my understanding at
16 this point.
17 MS. FRYE: So the reason I'm saying that is
18 that because of all the expertise in this room, you'll
19 probably save a whole lot of money because of all of
20 you and all the members in the audience. And so what
21 we say can be applied -- again, this is just my
22 understanding, we'll get this clarified, that we can
23 apply whatever is left over from those funds to things
24 like getting a longer term strategy, spending more time
25 on that, but updating the climate action plan.

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1 So I'm -- I'm just sort of giving you fair
2 warning, if you're not sure where I'm kind of leading
3 this, that this might not be done for all of us in
4 October or -- so you might want to think about a longer
5 commitment. You know, I'm not asking you to respond
6 today, but it's something you might want to think about
7 as we move forward.
8 All right. Mr. Blair, so the next item
9 is -- is there any -- I have a person that wants to
10 make a nonagenda comment. Like I said, we're just kind
11 of taking things as the public comes up. I believe
12 it's Edward Liang.
13 MR. LIANG: Distinguished council members
14 and the audience, City -- City of San Diego, my name is
15 Edward Liang. I have a Ph.D. from Penn State, 1981, so
16 I'm an old-timer. Anyway, I have been working on
17 microwave business for about 20 years, since 1981, so
18 more than 20 years.
19 And last year, we developed LED
20 streetlights, and that is 100 watts and 150 watts, and
21 this year we upped that wattage to 300 watts. So I'm
22 proposing to take \$250,000 of your grant and give you
23 the lights for free so you don't have to pay for it and
24 you don't have to pay for the energy because we're
25 going to outfit that with the solar cell with the

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1 battery, so the whole system -- so we install it. 25
2 streetlights in which the grant that you're giving us.
3 250 grant from the Federal stimulus package.
4 So this is our proposal, and we'd like to
5 create some jobs so we can hire people in Sorrento
6 Valley and to give the industry some kind of a success
7 case to build them. Thank you.

8 MS. FRYE: Thank you. And I don't know if
9 you submitted a proposal yet to the City, but if you
10 haven't, you might want to talk to Mr. Blair, or I'm
11 not sure who's in charge of accepting the proposals,
12 but they could -- or Ms. Pyle, and they can assist you
13 with those documents.

14 MR. LIANG: Thank you very much, Ms. Frye.

15 MS. FRYE: Okay. We're going to go into --
16 I think that's it for -- just so you know, we've done
17 items 2, 3, and 6.

18 So now we have the main feature of the
19 program, which are the steps for development of the
20 energy efficiency and conservation indication plan.
21 Grace Lowenberg is here with the City Attorney's
22 office, and she's going to go over some very important
23 information for all of us.

24 Welcome, Grace, it's good to see you.

25 MS. LOWENBERG: Committee chairs, members of

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1 the committee, my name is Grace Lowenberg. I'm a
2 deputy city attorney. This committee is subject to the
3 state Ralph M. Brown Act. So as you begin your service
4 on this committee, we wanted to go over a few of the
5 ground rules under the Brown Act for purposes of the
6 conduct of the committee.

7 As many of you may know, the purpose of the
8 Brown Act is to ensure that the deliberations and the
9 actions of local legislative bodies, including ad hoc
10 committees, are open and public and that they do
11 provide for a meaningful public access and input into
12 the decision-making process.

13 Therefore, the meetings must be conducted in
14 accordance with a published agenda, which you have
15 before you today and which you will have for purposes
16 of your future meetings. You need to stick with the
17 items in the agenda. We cannot be discussing action
18 items that are not on the agenda. If new items come
19 up, they can be calendared for the next meeting.

20 The agenda is going to be published 72 hours
21 in advance of the meeting that will be taken care of by
22 City staff. A majority of the voting members
23 constitute a quorum of this committee. A quorum of the
24 members may not meet to discuss or deliberate any
25 matter that is within the subject matter jurisdiction

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15 (Pages 54 to 57)

1 of the committee outside of the official publicly
2 noticed meetings.
3 MS. FRYE: Grace, how many members would
4 that be, for purposes of this committee?
5 MS. LOWENBERG: I believe you have 13
6 members. Are all 13 voting members?
7 MS. FRYE: We actually have 11. Dave
8 Jarrell and myself are nonvoting.
9 MS. LOWENBERG: So then a quorum would be
10 six. All right.
11 MS. FRYE: Just so everybody knows that.
12 MS. LOWENBERG: As far as discussions
13 amongst a quorum of the members, I want to caution you
14 that this includes what are typically called "serial
15 meetings." Those are meetings, they're contacts in
16 person, by phone, by e-mail, or through an intermediary
17 where a quorum of the members may reach a collective
18 consensus.
19 So we need to be aware of those sorts of
20 meetings and, in particular, with e-mails, sometimes
21 e-mail chains are created that ultimately end up being
22 communicated to a quorum of the committee and they --
23 they will result in some collective decision being made
24 outside of this public process. So we want to be
25 careful not to engage in anything like that.

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1 MS. FRYE: So that would be -- let's just
2 give us some examples. For example, if you all receive
3 an e-mail and respond back that you'll be at a meeting,
4 that would not be a problem.
5 MS. LOWENBERG: That would not be a problem.
6 The problem is with respect to discussion of items that
7 are before the committee that are within your subject
8 matter jurisdiction. So discussions amongst you about
9 how you may feel or think or what position you may be
10 taking on a particular item or what position you may be
11 inclined to take on a particular item are not
12 appropriate.
13 MS. FRYE: So for the committee members to
14 be e-mailing each other back and forth and having
15 discussions and forming any kind of conclusions, we
16 won't be doing that.
17 MS. LOWENBERG: Okay. If you do have
18 questions or comments that you -- that, you know, you
19 want to make sure are received at some point, then
20 those comments should be directed to Ms. Pyle. And
21 then they can be taken up at the next publicly
22 scheduled meeting.
23 Now, with respect to the serial meetings,
24 that doesn't mean that you can't attend other meetings
25 as a majority. You can attend conferences that are

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1 open to the public. You can attend local public
2 meetings. You can attend social or ceremonial events
3 where a majority of you may be present. However, at
4 those functions, you are not permitted to discuss,
5 again, any business that is within the subject matter
6 jurisdiction of the committee. All right.
7 Also, if you are contacted by any
8 individuals, either individually or as a group, you
9 shouldn't be responding to those e-mails from members
10 of the public as a group. Again, those e-mails should
11 be forwarded to City staff. And then they can be
12 properly agendized as necessary and as appropriate for
13 your next regularly scheduled meeting. Okay?
14 MR. MCALLISTER: Can I ask a clarification
15 question, actually? Well, I guess, I'm kind of
16 wondering, to some extent, we haven't talked about
17 what -- I'm envisioning the City coming up with a plan
18 saying, okay, we're going to put X amount of dollars to
19 upgrading our streetlighting in X part of town. Okay?
20 That doesn't -- that's just the City's
21 intentions to go do this and the impact will be X, Y,
22 and Z, we can help them flesh that out and help them
23 make part of the plan. But the City, for a project
24 like that, for example, will still go out to RFP and
25 select a vendor for those streetlights; correct?

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1 So I guess I'm trying to sort of think
2 through what are the -- like I say, a streetlighting
3 vendor coming and wanting to have influence on a member
4 of its committee doesn't really get anywhere because
5 this committee is not in a position to select a vendor
6 for streetlights.
7 MS. LOWENBERG: Right. That doesn't mean
8 you can't have individual contacts with members of the
9 public. But as far as your deliberations as a body,
10 those deliberations need to be in public.
11 MR. MCALLISTER: Okay.
12 MS. FRYE: What we're --
13 MR. MCALLISTER: What sort of influence are
14 we trying to avoid here, I guess is my question?
15 MS. FRYE: What we're trying to avoid here
16 is a collective concurrence or any decision-making --
17 or the appearance of decision-making outside of a
18 public process.
19 So if five of us start e-mailing back and
20 forth, and then we send it to Gregory, all of a sudden,
21 we have a problem. And so we're just trying to say,
22 don't do that. If you receive e-mails, if people are
23 trying to communicate with you, please send them to me.
24 and we can make sure if there's issues that need to be
25 agendized, we're happy to do that. We just want to

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16 (Pages 58 to 61)

1 make sure that our deliberations are public and that
2 the public has an opportunity to participate.
3 MS. LOWENBERG: Exactly. That's the key.
4 The key is for public access and the ability of the
5 public to understand and hear the nature of your
6 deliberations, and then to weigh in and have input on
7 those deliberations. Okay.
8 Now, as far as attendance of the public, all
9 persons are allowed to attend meetings of the committee
10 and to participate. They can comment on any matter
11 within the committee subject matter jurisdiction, even
12 if it's not on the agenda. You saw an example of that
13 today when we had nonagenda public comment at the
14 beginning.
15 So in addition to the nonagenda public
16 comment, there will be public comment allowed on the
17 items on the agenda, and that public comment should
18 take place before deliberations and before the
19 decision-making of the committee. Again, that ensures
20 that the public has input and can weigh in on your
21 deliberations and decision-making. So they have the
22 opportunity to comment, then you have your discussion,
23 your deliberations, and then you take action on the
24 item.
25 This includes public criticism. The public

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1 is allowed to complain and criticize at the committee
2 hearings. You can set reasonable regulations,
3 including, you know, the time allotted for the public
4 speakers -- typically, it's three minutes, but you can
5 change that. It just needs to be a reasonable amount
6 of time to allow for the public input.
7 As far as member responses to public comment
8 on nonagenda items, those are typically pretty limited.
9 You can make a brief response to statements or
10 questions, but no discussion or action. Again, this is
11 for nonagenda public comment, because it hasn't been
12 agendized and noticed. You can briefly announce or
13 report on your individual activities with respect to
14 the subject matter of the committee.
15 You can ask questions of the member of the
16 public for clarifications, and you can refer the matter
17 to City staff for a report, for further information, or
18 to place a particular item on a further agenda.
19 Violations of the Brown Act are subject to
20 civil and criminal penalties; however, in the event of
21 a violation of the Brown Act, the committee will have
22 the opportunity to cure and correct the action that is
23 challenged and, typically, that's handled by properly
24 noticing the item for a future agenda, and then taking
25 it up as a matter of the public agenda that's been

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1 created for that particular hearing. So that's kind of
2 a quick overview of the Brown Act.

3 I have been asked to read you an admonition
4 with respect to the conditions of your appointments
5 here, because we just want to make sure that everyone's
6 clear with respect to the resolution that was passed by
7 the City Council that governs appointees. So let me
8 just read that to you.

9 "The City of San Diego's Ad Hoc Advisory
10 Committee for review of Energy Efficiency and
11 Conservation Strategy regarding funding under the
12 Energy Efficiency & Conservation Block Grant program
13 was established by a City Council resolution on
14 June 15th, 2009.

15 "A material condition of the resolution was
16 that appointees to the ad hoc committee will serve
17 without pay and shall not be applicants, agents,
18 employees, or under contract with applicants or
19 recipients of EECBG grant funds and will not represent
20 applicants and/or recipients of the EECBG grant funds
21 received by the City.

22 "Necessarily, appointments to the ad hoc
23 committee have been made before any determination is
24 made regarding the application for or receipt of these
25 funds. Therefore, the resolution requires that any

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1 person who accepts an appointment to the committee
2 shall not apply for or receive the EECBG grant funds in
3 any way, and any affiliated entities that the person
4 may be an agent, employee, or under contract with shall
5 similarly be ineligible to apply for or receive these
6 EECBG grant funds." Okay?

7 We went through and asked each of you
8 individually, so I understood at the beginning of the
9 meeting that that was clear to everyone, but I just
10 wanted to make sure that we had read that in the record
11 and that you were fully familiar with that requirement.
12 That concludes my presentation.

13 MS. FRYE: Are there any questions? We're
14 going to take about a three-minute break, and just give
15 everybody a chance to stretch their legs, and we'll
16 reconvene in about three minutes.

17 (A recess is taken.)

18 MS. FRYE: We're going to reconvene, and I
19 believe our next item, item No. 4, will be presented to
20 us by Mr. Chris Gonover.

21 MR. GONOVER: Good morning, chairs and
22 members of the ad hoc committee. I'm Chris Gonover
23 with Environmental Services Department of the City of
24 San Diego. I'm just going to briefly introduce the
25 gentleman to my right, who's Bill Monsen, and he's our

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17 (Pages 62 to 65)

1 consultant. works with MRW Consulting out of Oakland.
2 California.

3 And Bill and his folks will be very
4 intimately involved in helping us to develop selection
5 criteria for our proposals. as well as we're proposing
6 that he will be doing some of the initial ranking of
7 our proposals. as well. So I just want to kind of set
8 the framework of -- within which we're going to propose
9 that we work and. obviously, the committee can modify
10 that as they wish.

11 MS. FRYE: Let me just ask you. is he going
12 to be -- is Mr. Monsen going to be working at all on
13 the actual strategy itself?

14 MR. GONOVER: By "strategy," are you talking
15 about the strategy that we have to submit with these
16 proposals?

17 MS. FRYE: Correct.

18 MR. GONOVER: My understanding is yes.

19 MS. FRYE: I just wanted to --

20 MR. GONOVER: Yes. He'll be helping us to
21 get the submittal ready that probably, I guess, Tom or
22 Anita will actually punch the button, so the submittal
23 actually gets sent in to the Federal Government
24 electronically, so there are a whole bunch of forms and
25 passwords that need to be satisfied.

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1 Basically, just kind of an overview,
2 obviously, we're going to be receiving proposals from
3 the public. The mayor mentioned this morning that
4 there are some proposals that the mayor's office has
5 put together, and we'll be looking at those in
6 conjunction with all the proposals from the public.

7 But I think one of the initial things that
8 the committee will need to decide is we need to have
9 the proposals submitted by a certain date, and so we
10 need to know when that date is.

11 As I mentioned, we're proposing that our
12 consultant will be the ones that would be doing the
13 initial ranking. They will be doing the ranking based
14 on the process that Bill's going to present this
15 morning, and subject to your concurrence or
16 modification, he has developed some draft criteria that
17 are consistent with the guidelines and, obviously, we
18 want the committee's input on those criteria.

19 After the consultant does go through that
20 ranking process, we propose that in a future meeting,
21 these rankings would be presented to the public and to
22 the committee. And then the ad hoc committee would
23 then have the ability to decide, you know, do we want
24 to hear from each of the proposers on each of their
25 proposals, so in public; or based on how many proposals

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1 we get and the screening criteria results. would the
2 committee -- would the committee want to kind of set a
3 threshold. We'll end up with some kind of a numeric
4 score to set a threshold of a numeric score above which
5 we would entertain. then. the public presentation of
6 those proposals.

7 In the end, obviously, the committee will be
8 recommending and selecting those proposals that would
9 then become part of our submission to the Department of
10 Energy. So that kind of is a real broad overview as
11 what we're proposing.

12 MS. FRYE: I have a question. I guess what
13 I'm not clear on, isn't the criteria already
14 determined, as far as projects, and what we need to do
15 in order to make sure we're in compliance with the DOE
16 guidelines? In other words, don't we already have
17 that?

18 MR. GONOVER: Tom, maybe you want to add in.
19 but there are criteria that are, my understanding,
20 within the guidelines, but certainly there could be
21 other criteria that the subcommittee might want to --
22 might want to propose. Something, for instance, you
23 know, what if we have a proposal that the committee
24 feels is an outstanding proposal, but takes 10 of the
25 12.5 million. You know, could one proposal actually

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1 receive funding for 10 million. And so I don't know.

2 Similarly, would there be a threshold above
3 which, so do we want 200 proposals, each at \$1,000 per
4 proposal. So are there dollar amount thresholds that
5 maybe want to be put in there, as well.

6 MS. FRYE: So you're talking about different
7 criteria that the committee could use to determine if
8 there's been compliance with the DOE guidelines.

9 MR. GONOVER: Correct. But I think, as Bill
10 is going to present some criteria, those are consistent
11 with what the guidelines are indicating.

12 MS. FRYE: Do the guidelines have a
13 particular dollar amount?

14 MR. BLAIR: The guidelines have limits in
15 some areas for the maximum you can give to any one
16 activity. But, primarily, it's up to the City as to
17 how the funds will actually be used.

18 MS. FRYE: All right. I don't know if any
19 of the committee members have any questions about this.

20 MS. MITROSKY: I just have a question to
21 clarify our process. So the mayor put out an RFP for
22 projects due July 2nd, so the public is going to submit
23 their project ideas to the City no later than July 2nd.

24 We're going to be using criteria that we
25 discuss and develop based on this presentation to

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18 (Pages 66 to 69)

1 evaluate those projects that the public proposes, and
2 then in addition, we, as a committee, are also coming
3 up with project ideas that we'll use as a group, these
4 criteria to evaluate and maybe competing with projects
5 that the community proposes; is that -- am I
6 understanding that correctly?
7 MS. FRYE: No, no. We're not proposing
8 projects.
9 MS. MITROSKY: Okay.
10 MR. SMITH: We're evaluating projects.
11 MS. FRYE: We're only evaluating. All we're
12 talking about is the evaluation criteria, but I think
13 we probably need to have a little more discussion, and
14 it is noticed, I believe.
15 But as far as the -- kind of the future
16 meeting and time lines, I just want to make sure --
17 well, actually, it was part of No. 3, so we can talk
18 about it at the time. I think the issue you raised,
19 and I think something we all need to look at, is the
20 July 2nd date because we're not meeting until July 2nd.
21 And it seems to me -- and again, I'm certainly not a
22 (inaudible) member, but I would certainly put it to the
23 group to ask is that a reasonable time line or should
24 that be a softer time line for a deadline and extend
25 that process until we can have at least one more

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1 meeting.
2 And, Ed, do you want to --
3 MR. SMITH: I would like to say I believe
4 there should be a soft deadline. It will give us an
5 opportunity for the committee to digest this material
6 ourselves.
7 MS. FRYE: Would you like to make a motion?
8 MR. SMITH: I'd like to make a motion that
9 we maintain a soft deadline and extend it seven to ten
10 days.
11 MS. FRYE: There's a motion. Is there a
12 second? There's a second by Mr. McAllister. Is there
13 any further discussion on this? I think we're all
14 pretty much in agreement. All right. All those in
15 favor, please raise your hands. All right. And
16 there's no opposition.
17 The motion carries unanimously. And that
18 deadline shall be a soft deadline and shall be extended
19 between seven and ten days. That will also be
20 docketed. We'll place that on the agenda for our next
21 meeting. All right.
22 MR. MCALLISTER: Another -- along the lines
23 of the process discussion. So, ostensibly, there will
24 be -- we'll do some of the screening and the initial
25 prioritization, but at some point, essentially, it

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1 seems like we're talking about almost an RFP-type
2 process where people come up with proposals -- maybe
3 it's a little less formal, but we have to invent them
4 at some point.

5 So I imagine, part of my understanding, the
6 commitment that I took on by getting on this committee
7 was, you know, at some point, there's going to be a
8 pile of papers and proposals on my desk that I'm going
9 to have the leisure, hopefully, the time to go through
10 and digest and understand, and then bring that back to
11 this committee. I can't do that in this committee
12 meeting while we're meeting; it has to be some other
13 time. So I want to talk a little about the process
14 then.

15 MS. FRYE: Tom.

16 MR. BLAIR: The dates that were recommended
17 were put together based on meeting the NR&C on the
18 22nd.

19 MS. FRYE: I understand that, and I will
20 tell you that the Natural Resources and Culture
21 Committee chair will be more than happy to work in any
22 way, shape, or form to make sure that we accommodate
23 this. Since I'm the chair, we won't have any problems.

24 MR. BLAIR: Just so you're clear on which
25 impacts you're creating.

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1 MS. FRYE: We're absolutely clear.

2 MR. BLAIR: By extending that, you won't see
3 the projects until later time, which will give you less
4 time to review them before we have to make the final
5 package for presentation.

6 MS. FRYE: We understand that, Tom. I'll be
7 working with you and trying to make this as easy on you
8 as possible.

9 MR. MCALLISTER: There's an upside to a lot
10 more time to make proposals that you can actually
11 understand what you're reading.

12 MS. FRYE: That's always a good thing, to
13 understand what you're reading. We would encourage
14 that strongly at this committee.

15 Mr. Gonover?

16 MR. GONOVER: A couple of clarifying points.
17 And understand that there will be a soft deadline and I
18 recommend at some point that we do, at some point, have
19 a hard deadline.

20 MS. FRYE: And that will be determined -- my
21 intention -- and I was talking with David, we want to
22 have a more complete time line, put together the
23 schedule at our next meeting, and we'll make sure that
24 that is taken care of for you.

25 MR. GONOVER: Also, regarding Andrew's

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1 comment, the intent would be as proposals are received.
2 that these would be sent out to the ad hoc committee
3 members, as well.

4 MS. FRYE: Terrific.

5 MR. GONOVER: I think that we were going to
6 rely on Bill Monsen to do some of the early screening.
7 Certainly, the committee members are more than welcome
8 to do their own screening because we'll, then, all come
9 back together and have to reach some consensus on
10 whether the committee does support the screening that
11 was performed by Bill.

12 Our next meeting we had proposed that in
13 addition to some of the items that have already been
14 mentioned that we would talk about, as far as the
15 schedule, that we would review the requirements on
16 the -- what is the Appendix D, which I think was passed
17 out to folks, which is the strategic plan required to
18 be submitted along with the proposals which, in
19 essence, is kind of an implementation plan, if you
20 will, of the projects that are going to be selected.

21 In addition, we wanted to talk about some of
22 the follow-on planning activities associated with the
23 Climate Action Protection Plan, et cetera, that we
24 would utilize some of this \$250,000 grant money to move
25 forward.

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1 In addition, as the mayor had indicated,
2 there are a number of proposals that, you know, have
3 been initially looked at. We thought, perhaps, you
4 know, if we can agree on some of the selection criteria
5 today, between today and next meeting, we could kind of
6 get our feet wet and Bill could take those proposals
7 home with him, go through the ranking procedure that we
8 agree to today, and then come back at that next meeting
9 and kind of just say, well, here are some of the
10 proposals that have been submitted and this is what
11 this screening process looks like.

12 MS. FRYE: All right. And let me just
13 interject. I'm doing some time management here, so if
14 I jump in and interrupt, it's not to be rude, it's to
15 make sure we get everything done we want to get done
16 today.

17 One of the things I would be concerned
18 about -- and I'll certainly open it to up to the
19 committee for discussion -- is to bring projects
20 forward prior to all the projects coming in.
21 Certainly, we'd like to see all the projects, but I'm
22 not sure how that exactly is going to work as
23 described. So I'm not sure how the committee members
24 feel about this, reviewing the projects, five projects,
25 without looking at any of the others.

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1 So, Risa.

2 MS. BARON: I think we should just wait
3 until they all come. It would be helpful to maybe have
4 a matrix, a summary table, of all the projects with
5 maybe the key writeups of what they are, just so we
6 have an idea of what's coming in, but I don't need to
7 read things in prior -- I want to be fair and equitable
8 to all of the submittals.

9 MS. FRYE: Is that sort of the sense of the
10 committee? That seems to be the census of the
11 committee, so that won't be agendized at the next
12 meeting. I think, at the next meeting, I agree with
13 you, Mr. Gonover, it sounds to me like what the
14 committee was saying it would like to have a strategy,
15 we'd like to have all the projects come in. We'll try
16 and get through the screening criteria today, and is
17 there a handout for the screening criteria?

18 MS. BARON: It's in here.

19 MR. GONOVER: It's in your packet.

20 MR. MCALLISTER: Just make an observation.
21 Just based on my knowledge of what a lot of other
22 cities is doing -- no way to say that San Diego should
23 do what other cities are doing necessarily -- but there
24 is sort of a fundamental question of whether -- of sort
25 of what portion or what priority will be placed, okay,

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1 this is a collective decision, I guess, on projects
2 that improve the City's energy performance, i.e.,
3 City-owned buildings, streetlighting, public facilities
4 that the City has interest on, whatever, and the
5 broader community.

6 MS. FRYE: That's something that I think
7 we're going to try and get to the screening criteria.
8 Everybody has that handout. Why don't we have the
9 presentation and then we -- also, I just want to let
10 you know, I have four public speakers. Some of them
11 were not agenda, which I'm going to take at the end of
12 the meeting, since I took some at the beginning, and
13 then there's a speaker for Item No. 4 on this item.

14 Just depending on how quickly we get through
15 this, I might have to limit the public speakers to two
16 minutes each, just so I make sure that the committee
17 has an opportunity to get to this criteria.

18 MR. MONSEN: Okay. Thanks for letting me
19 come down. I will talk real briefly about this. You
20 all have the material -- a copy of the presentation in
21 your package. I'm going to talk about three points,
22 again, pretty quickly, do an overview of what I see is
23 a potential for an evaluation process and what I see as
24 a possible set of criteria that might be used, and then
25 just talk about specifically how you might take

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1 those -- those criteria and put them into an evaluation
2 process.
3 So go to the next page. The evaluation
4 process has got a fancy name, it's called -- using a
5 Goal Achievement Matrix. But basically, what that
6 means is you've got a set of criteria that you're going
7 to give -- you're going to evaluate the different
8 projects against those different criteria and see how
9 well they do. You give them either a -- you give them
10 a numeric score, a 5, 3, or 1 is an example, with 5
11 being good, 1 being not so good. So, I guess, it's
12 like bowling, not golf.
13 And so that's going to be the general
14 framework that would -- that I would propose to use for
15 scoring the projects. But before you kind of get into
16 that -- into that -- into the real sort of scoring
17 based on the criteria, you want to look at the projects
18 and make sure that they do, in fact, meet the minimum
19 criteria that have been -- or the minimum sort of
20 criteria for acceptance.
21 So they have to meet the requirements of the
22 grant. I mean, if the projects don't meet the
23 requirements of the grant, there's really not much
24 reason to put them through the scoring system.
25 And the committee might want to set up other

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1 sort of screening criteria up-front to say, okay, we
2 want projects that are no smaller than a dollar
3 threshold amount. That might be a criteria that the
4 committee would want to look at to say, you know, we
5 don't want to have \$1,000 -- a bunch of \$1,000
6 projects. We might want to have something that's a
7 little bit bigger than that just so that it's a tenable
8 process. Once the grant is -- money is received,
9 you've got to actually administer the thing.
10 So you might want to have some initial
11 criteria, and I've got a couple of -- couple in mind
12 that you might want to think about. I'm not -- when I
13 put this together, I wasn't exactly sure whether the
14 committee wanted to decide on criteria or whether the
15 committee wanted to think about criteria today and kind
16 of get back to me.
17 So I didn't give a whole bunch of detail in
18 terms of what the sort of up-front screening criteria
19 or -- threshold criteria might be. But, you know,
20 those might be, again, size, they might meet
21 requirement -- there's been some requirements sent out
22 by the mayor saying, this is the type of projects we're
23 looking for, so do they meet those requirements. That
24 might be a threshold in that sort of second bullet up
25 there.

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1 MS. FRYE: Right. I think the main
2 threshold, at least to start with, is the DOE.
3 MR. MONSEN: Yeah, it has to be that.
4 And then the third is I laid out six
5 different criteria that seem like they line up with the
6 DOE criteria, but then there's also some -- there's
7 some additional ones that the City -- that the
8 committee might want to consider.
9 So, first off, financial and cost
10 effectiveness. Are the projects -- are they giving you
11 a good bang for the buck. I'll talk about these in a
12 little bit more detail, but there would be some sort of
13 environmental criteria. Is it providing greenhouse gas
14 reduction; is it providing, you know, water savings. I
15 mean, there could be a number of sort of subcriteria
16 there.
17 Product viability and performance is,
18 essentially, does the committee think that the projects
19 are viable; that they're going to actually get to the
20 finish line. Sustainability of benefits, the idea
21 there is are the -- after the grant funding is done,
22 are the benefits going to continue or persist into the
23 future.
24 Equity has to do with making sure that the
25 various members of the -- parts of the community are

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1 well represented and that, you know, people don't get
2 left behind, and then local job creation and retention
3 is the last one.

4 My initial thinking on this is that you
5 might want to assign different weights to these
6 different criteria, just given the preferences of the
7 committee. Some of these criteria may be more
8 important or less important, and so that's -- I mean,
9 one way to do it is just rank them all equally, and
10 that simplifies things, but that's certainly something
11 that the committee would want to consider.

12 Another approach or thing to think about is
13 that you want to evaluate individual projects, but you
14 also want to evaluate the whole portfolio together so
15 that you have sort of -- as I think Mr. Hannam was
16 talking about, you want to have some sort of integrated
17 set of projects so it's not just scattershot.

18 So the proposed goals or criteria, again,
19 financial and cost effectiveness, it's really a
20 bang-for-the-buck question. How many dollars are you
21 going to spend? How much energy are you going to save?
22 Or if it's a renewable project, how much renewable
23 energy are you going to generate?

24 Environmental criteria would look at things
25 like greenhouse gas avoidance, fossil fuel avoidance.

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1 you know, reduction in solid waste, maybe water use and
2 land use. Project viability is, again, looking at who
3 is the proposer and are the -- are the -- is the
4 proposer going to be able to get the thing done,
5 because you don't want to allocate money to a project
6 and then not have it pan out.

7 Sustainability of benefits. I already talked
8 about that. You want to have benefits over the
9 long-term. Equity issues, again -- there's
10 hard-to-reach customers on energy efficiency. Maybe
11 you want to try to aim some projects toward that group.
12 Do you want to try to have minority business
13 enterprises, you know, women business enterprises and
14 such represented in terms of who's providing the
15 projects.

16 Local job creation, that's pretty
17 straightforward. You want to have local jobs that
18 persist after funding ends. And then leveraging in the
19 funds is if you can get other people's money, that's
20 great. So, you know, that might be one that you would
21 want to consider.

22 MR. MCALLISTER: Can I add a potential
23 criteria. I think maybe it's captured in the last one
24 where -- the leveraging aspect, but the City might be
25 interested in -- or this group might be interested in

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1 Clearly, we need to have the scientific
2 criteria, and everything you listed is critical. But I
3 do like the idea of visibility at this stage, because I
4 can generate other projects and interest and funding,
5 as well.

6 MS. BARON: Just another comment. I think
7 the one thing we need to really assess is there's a lot
8 of programs, existing programs, in the region that do
9 exist, and there's gaps that need to be filled. And we
10 possibly could use these block grants to fill the gaps
11 or provide additional benefits to some existing
12 programs, and so it's a way that we can leverage the
13 funds and tap into other resources that already exist.
14 We don't have to (inaudible) some of these things that
15 we want to do, but we need to get greater visibility
16 and more exposure, and this is an opportunity for the
17 City to show leadership.

18 MS. FRYE: Just as the committee members are
19 commenting, I'm just going to make an assumption that
20 you're taking notes on this and that you are adding
21 them to your criteria.

22 MR. MONSEN: Um-hum.

23 MS. FRYE: Micah.

24 MS. MITROSKY: As we start to go through
25 this list, I know I'm really thinking, and I'm just

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1 some demonstrative effects, so sort of leadership-type
2 of thing or demonstrative impact, you know, might be
3 worth taking into account at some level, at least as
4 part of the portfolio. It seems like the best ideas
5 are different, going to push the marketplace, and
6 demonstrate that a new way of doing things works that
7 we ought to put some (inaudible).

8 MR. MONSEN: So I guess what you're talking
9 about, Andrew, is that there might be a place for some
10 type of pilot program or sort of demonstration programs
11 that are maybe a little bit more risky in terms of
12 performance, but might really demonstrate and show some
13 leadership. Is that what you're thinking?

14 MR. MCALLISTER: Exactly.

15 MR. MONSEN: I agree with that. That makes
16 sense.

17 MR. HANNAM: Just to add on what Andrew
18 said, what I found from my research is the projects
19 work best where the community are most engaged, where
20 they're high profile, highly visible, and their link to
21 people's everyday concerns, which are health and jobs
22 and employment. So anything like that, I think,
23 particularly at the moment, is very important because
24 often environmental projects are accused of being too
25 abstract and too technical.

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1 wondering if my fellow committee members agree, that it
2 would be great if we could have a couple of days to
3 think through these criteria and not solidify them
4 today, but maybe come back to our next meeting, because
5 I know DOE has given us a great road map -- they gave
6 us five matrix that they want us to use to keep as a
7 framework.

8 But I think as a community and as a city, we
9 want to make sure that our community values are
10 integrated into the criteria planning process and, to
11 me, this is the most important part of the discussion
12 that we're going to have because everything else is
13 going to snap into these criteria once we have them
14 determined.

15 MS. FRYE: Let me ask the committee, just
16 kind of get a sense of the committee here, as far as
17 our decision-making process. Micah and others, Paul
18 have talked about different criteria, but also the need
19 to have a further discussion, have time to look at this
20 and think about it.

21 So is it agreeable to the committee for us
22 to docket for the next meeting the final determination
23 of that criteria is the public, and that will also give
24 the people time to add all the comments not only from
25 this committee, but also from the public speakers who

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22 (Pages 82 to 85)

1 are going to be coming forward. Does that sound like a
2 good plan? Okay. So we'll keep moving on.
3 You haven't quite finished your slide
4 presentation.
5 MR. MONSEN: I'm pretty close. Essentially,
6 to do this, you've got to have -- you've got to
7 understand what the projects -- you've got to get the
8 information about the particular projects that will
9 allow you to sort of score them. And so the
10 applications have to be complete enough that you can
11 actually understand what the projects are.
12 Then, again, do they meet the threshold
13 criteria, and then once you have a waiting scheme, you
14 run them through -- you basically would generate a list
15 of -- and the way I'm envisioning it, you'd have a list
16 of projects with scores and then you start -- you put
17 together a portfolio and say, okay, let's take the top
18 ten, those are the ones we want. And then you'd look
19 and say, does that, in fact, meet the overall goals
20 that we have for the portfolio, which might actually
21 have a different set of criteria.
22 So you might want to modify -- you might not
23 say, well, the top ten are great, but they don't meet
24 certain goals, so we've got to add some other projects
25 in.

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1 MR. HANNAM: When the proposals are
2 submitted, and one of the big issues is having some
3 measurement system for quantifying this, you know, are
4 you going to be using ecological footprint or some
5 other measurement which allows us to actually have a
6 realistic comparison, and is that going to be included
7 in the proposal system so people provide quantifiable
8 evidence of our ideas?
9 MR. MONSEN: I have a feeling that given the
10 time -- given the time constraints, I mean, there's
11 just not a lot of time for people to put in proposals.
12 There's going -- I think the committee members are
13 going to end up having to make and use a fair amount of
14 professional judgment and expertise.
15 MS. FRYE: I think we just had a volunteer.
16 MR. MONSEN: So that would be something that
17 we -- there are some that are easy to quantify, sort of
18 bang for the buck, those are easier estimates on -- you
19 know, land use, that's going to be tougher, obviously,
20 people study that and spend a lot of time. So anyway,
21 I guess the bottom line is once you get to the -- once
22 you get through the portfolio development and you're
23 going to come up with a package, that's got to get
24 submitted, and I think that's it.
25 MS. FRYE: We have a number of public

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1 speakers, which I'm going to -- can we reset this timer
2 for two minutes?
3 MS. BARON: Couple things that come to mind
4 is that, one, my question is for City municipal-type
5 projects, where do -- maybe this was explained and I
6 was out for a couple moments -- would they submit a
7 proposal like anybody else or are we going to earmark
8 certain amount of funding for City operations and then
9 a certain portion of the funds for community projects?
10 Has that been discussed at all?
11 MS. FRYE: That has not, to my knowledge,
12 been discussed. And again, maybe my understanding is
13 different, but the projects -- I'm going to throw it
14 over to Chris or Tom.
15 MR. GONOVER: There are some proposed
16 projects that have already been developed, and I think
17 the list is kind of in the 15 to 20 range, something
18 like that. Yeah, I think it would be our intent to
19 include those in what is -- what is going to be
20 submitted from the public, as well.
21 MS. BARON: I think we need to be mindful
22 that as you look at all the criteria and all the types
23 of eligible products, that municipal retrofits on
24 City-owned buildings or streetlights is actually a
25 great use of the funds, and we can generate energy

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1 savings and generate financial savings for the City
2 that then could go back to do more projects to keep the
3 momentum going.
4 And so it would be a nice to know that a
5 portion of those funds could just be earmarked for
6 retrofits or City projects, City staff-type projects,
7 and then a portion of the funds could go out to the
8 community and maybe have different criteria, because
9 some folks will have great projects that are not going
10 to bring in a lot of energy savings, but the exposure,
11 long-term vision, creation of jobs is going to be
12 great, but it may not score as high because they're not
13 bringing in hard energy savings or GH (inaudible) -- I
14 think we need to be mindful that we may want several
15 buckets of funds and different projects would fall
16 within the different buckets.
17 CO-CHAIR JARRELL: I think that list of 15
18 projects that you mentioned, Chris, that's a mix of
19 projects between municipal projects and community
20 projects; is that correct?
21 MR. BLAIR: It's primarily municipal
22 projects if we have some outreach to the community on
23 several of them. What we used as a criteria was
24 savings to the general fund. We wanted to have overall
25 reduction in energy cost. We've also looked at a lot

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1 of different technologies that council has directed us
2 to implement in the past. So we came up with proposals
3 that would meet multiple criteria, and certainly we can
4 present those just like any other project.

5 MS. FRYE: And then one of the things that
6 Risa had brought up earlier, and it was very important,
7 I believe, was the other funding opportunities and how
8 we can leverage funds with existing projects or
9 existing funds, for example, loans, grants. And so it
10 would be helpful to have that list available to us, as
11 well.

12 What we know that is currently available
13 that when we look at the projects, we have a way to
14 link those in and see if they plug in, because that
15 could certainly give it a higher value.

16 MS. BARON: And just to add to that, SDG&E
17 has a number of energy efficiency programs, hundreds,
18 to be quite frank, and there's probably more than
19 likely leveraging funds from SDG&E for probably a
20 majority of the projects that could be developed, and
21 so -- we do weatherization programs, we have
22 (inaudible) retrofit programs. We offer rebates for
23 incentives for municipal retrofits.

24 You know, my point is is that the linkage to
25 the existing CPUC funds that are run through SDG&E,

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1 And on it, it -- you have -- a project proposer must
2 list the number of jobs created, proposed energy saved,
3 or renewable energy generated. It also has proposed
4 funds leveraged.

5 MS. FRYE: Perfect.

6 MR. GONOVER: So there are a number of items
7 on this form that I think will be very important.

8 MS. FRYE: Again, all these documents that
9 the committee members have will be on the web site.
10 will be available to the public; and if they do not
11 have computer access, they can certainly contact
12 Ms. Pyle in order to receive those documents; correct?

13 MR. GONOVER: Are we clear on that, what the
14 web site is, Tom?

15 MS. FRYE: What is the web site?

16 UNIDENTIFIED SPEAKER: It's the City's
17 energy web site. If you go to SanDiego.gov and look
18 under Environmental Services.

19 MR. BLAIR: We made the commitment yesterday
20 that we will link it on the City's stimulus page, so
21 that you can go to the City stimulus page, that gives
22 all of the monies that are being looked at under the
23 stimulus program.

24 MS. FRYE: By next meeting, we'll have all
25 sorts of web addresses, and we'll have direct links.

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1 there's a great opportunity to really maximize your
2 dollars and do more projects with the money that you've
3 been given. I just think we need to educate ourselves
4 on all the different programs. And then Andrew's
5 organization, CCSC, runs the CSI program and the
6 renewable portfolio, and my point is is that there are
7 a lot of existing programs in place where the City can
8 utilize and do more with what they got.

9 MS. FRYE: It's something for the group to
10 think about, obviously, as far as if you know how you
11 want to set the criteria, and I really encourage you to
12 think hard on this. Speaking of which, the documents,
13 the criteria and screening process documents, I believe
14 are over on the table; is that correct? Copies are
15 being made now, so there will be these copies available
16 to the public, just so you know.

17 Chris, yes.

18 MR. GONOVER: Council member, in your
19 packet, also, is the form that is going to be used that
20 we need to submit the proposals on, as well as what
21 we're going to ask folks to complete when they provide
22 their submittals.

23 MS. FRYE: That would be Attachment D.

24 MR. GONOVER: It was in the front envelope.
25 It looks like this. It's the EECBG activity worksheet.

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1 All right. Are there any other comments
2 from the committee? I'm going to do a quick public
3 comment, and then back to the committee.

4 Micah and Andrew, and then I'd like to do
5 the public.

6 MS. MITROSKY: Just a very quick question.
7 It sounds like there are some ways that this
8 information is passively available. I was wondering
9 if -- to members of the public, if the -- as part of
10 our consultant spending or as part of this process,
11 how -- will the public be notified or is there outreach
12 or how is information being sent out to people to let
13 them know that they have this opportunity to present
14 their projects?

15 MR. BLAIR: The mayor's office used their
16 distribution list to provide to all of -- I think
17 there's 3,000 contacts or whatever on their list who
18 were notified of this initial July 2nd, is what they
19 had on what was published.

20 And so we will -- we can make available all
21 the data on the City web site links to the page that
22 will have our data and also links out to the Department
23 of Energy pages, because there's a lot of information
24 on the EECBG solutions center page, which is operated
25 by the Department of Energy, and all of that is good

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1 background.
2 In the end, you need, of course, to come
3 down to the criteria that you want to use to select and
4 get those projects evaluated.
5 MS. FRYE: Andrew, did you have any --
6 MR. MCALLISTER: Just to say that I would
7 encourage anybody who's thinking about applying to look
8 at that one-page activity worksheet, because it is
9 actually a very structured document, and it limits your
10 work count -- it has to be one page. You only have the
11 space that you have, and so, you know, a lot of cities
12 have been working through a lot of activity worksheets
13 and building knowledge about how to do that and it's
14 sort of -- it's not the most efficient process for sort
15 of joint key member of the public to sort of start from
16 scratch there.
17 So I think that -- it might be useful to
18 sort of have some kind of assistance available to help
19 people do that and to understand what the actual
20 results of a project have to be in order to be
21 considered. There's a fairly tight box around them.
22 MS. FRYE: One of the things that I would
23 also encourage the committee members to do, as well as
24 any members of the public who are here today, is to get
25 this information out to your e-mails, your networks,

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1 any organizations with whom you work to let them know
2 what we're doing.
3 It -- there is no perfect system, and we
4 will do everything we can to continue to make this
5 better and continue to get more information out and try
6 and do this in a timely manner.
7 I'm going to, unfortunately, have to limit
8 the public speakers somewhat because we're getting more
9 and more -- I'm going to close off speaker slips right
10 now, because, otherwise, we'll run out of time.
11 So the first speaker is Amy Bridge, if you
12 can come up and get ready; followed by Nicole Capretz,
13 followed by Chuck Brands. You each have two minutes.
14 MS. BRIDGE: As Paul mentioned earlier, it's
15 really important that this be very big-picture
16 oriented, this approach. And right now, I know SANDAG
17 is going through a lot of changes dealing with new
18 legislation with regard to greenhouse gas reduction
19 with SB375. And I'm just wondering how this committee,
20 if at all, integrates with SANDAG's goals and what's
21 going on over there?
22 MS. FRYE: Okay. And that will be a
23 question that we can ask.
24 MS. CAPRETZ: Again, Nicole Capretz from
25 Environmental Health Coalition. Somewhat echoing the

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1 previous comments, again, I'm just now getting a sense
2 that we have a global perspective on what the energy
3 goals are. Like in the City of Cambridge, for example,
4 before they even -- they cessed out what criteria
5 should be when they identified appropriate projects,
6 they set the goals.
7 Like the goal of City of Cambridge is reduce
8 electricity demand by 50 percent, reduce peak load by
9 15 percent, to get market penetration in 50 percent of
10 each sector -- commercial, industrial, citywide -- I
11 mean, city operations. Like there's just so much of
12 the strategy that I'm -- it's just not discussed yet,
13 and so it's just hard for me to process from just
14 logically, like the sequence of events.
15 And I just encourage, again, to go back to
16 the strategy first to comprehend what the overarching
17 goals are, and then figure out what the criteria and
18 projects should fit into that. Got to just keep
19 reiterating that. Thank you.
20 MS. FRYE: Just to reiterate, so it's clear
21 for our next meeting, on the agenda will be a -- first,
22 a discussion about the energy strategy, and then we'll
23 be talking about the criteria.
24 And then, Chuck Brands is followed by Stella
25 Robitaille, followed by Robert Leif.

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1 MR. MCALLISTER: Can I comment real quick,
2 actually. So there is the sustainability energy
3 advisory board, as well, which is a resource that the
4 City has and has been in place for a while.
5 Another question might be how to integrate
6 that or utilize that to help develop the strategy that
7 Nicole's talking about and try to move things along in
8 the time frame.
9 MS. FRYE: They meet monthly. This group
10 has been nominated to do that. So, sorry. You're all
11 in, Andrew.
12 MR. BRANDS: My name is Chuck Brands. I'm
13 director of a nonprofit organization called United
14 GREEN, which stands for the GrassRoots Energy and
15 Environmental Network. Thank you for having this
16 meeting. This is a very important potential pivotal
17 point in our City's and our Country's history in terms
18 of leveraging these funds to make this more
19 sustainable. I want to echo what Nicole just said in
20 terms of the importance of defining the strategy before
21 we start measuring and ranking projects and so forth.
22 Andrew talked about market transformation
23 and Paul talked about community engagement, and these
24 are very, very important things, and one of the things
25 that I want to do is, perhaps, lead a coalition of

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1 organizations, including Nicole's organization, if they
2 wish to -- that's the Environmental Health Coalition --
3 as well as the housing opportunities collaborative on a
4 plan that's been put forward by Ed Mazria in
5 Architecture 2030 called the 14 Times Stimulus Plan.
6 Ed Mazria of Architecture 2030 is consulting
7 with the Obama Administration. This is a plan that he
8 had put forward with the endorsement of Hickley, who I
9 understand is still in a position for consulting with
10 the City on sustainability matters.
11 The 14 Times Stimulus Plan is something that
12 leverages the dollars that we spend for Energy
13 Efficiency and Conservation Block Grants to create 14
14 times the economic benefit of those dollars spent in
15 terms of the jobs created, in terms of private
16 investment.
17 Basically, what it amounts to is a mortgage
18 buy-down program with use of a revolving fund created
19 from a portion of these dollars. It's my understanding
20 that the DOE is urging creation of revolving funds for
21 loan programs to override energy efficiency measures
22 and retrofit measures and renewables. So thank you for
23 your time.
24 MS. FRYE: Thank you. And if you have any
25 information that you want to provide to the committee,

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1 injecting these energy efficient systems. We need to
2 recognize them as support systems for affordable
3 housing.
4 As we have witnessed in the last year, the
5 conditions of marginality, housing is not economically
6 sustainable. Because of this, Casa Familiar is
7 attempting to rethink affordable housing and its
8 projects in San Ysidro so that housing is not only
9 thought of as units, but can be imagined as small
10 social and economic systems. Casa Familiar's housing
11 projects are accompanied by small spaces and
12 infrastructure to support the cultural and economic
13 entrepreneurship of this community, injecting into them
14 specific social, economic, and pedagogical programs for
15 the neighborhood.
16 It is in projects -- it is in projects that
17 attempt to integrate the social and economic and
18 cultural and pedagogical with application of this
19 energy efficient technology can take a different
20 meaning. So this is simply our contribution to this
21 conversation, that we need to think of energy
22 efficiency in relationship to the sustainability of the
23 marginal neighborhoods of our city. Thank you.
24 MS. FRYE: Thank you. Again, any of the
25 speakers have new information that they wish to be

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1 if you could get it to Anita Pyle, I would appreciate
2 it very much.
3 Stella, followed by Robert Leif, followed by
4 Jane Howell.
5 SPEAKER: My name is Stella Robitaille, and
6 I'm representing Estudio Teddy Cruz working in
7 collaboration with Casa Familiar in San Ysidro. As we
8 participate in this conversation, we would like to
9 remind ourselves that any stimulus package should be
10 accompanied by creativity stimulus.
11 We need to think more holistically about the
12 meaning of sustainability and energy efficiency. We
13 tend to think of these issues in isolation of social
14 and cultural aspect. In other words, we think of
15 energy efficiency only in the context of a particular
16 technology that is applied to buildings, i.e., photo
17 (inaudible), but we do not think of the social and
18 economic value to a particular community.
19 As we have this opportunity to rethink
20 sustainability, let's think of it not only about the
21 environment, but primarily in terms of social and
22 economic sustainability. We would like to propose that
23 we do not forget that it is very important to include
24 our thinking -- to include in our thinking the specific
25 nature of the places and communities where we are

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1 presented to the committee so that we have it for the
2 next meeting, please make sure you get it to Ms. Pyle.
3 MR. LEIF: Hello, I'm Bob Leif. I have a
4 Ph.D. in chemistry, I've been a scientist for 50 years,
5 I've served on study sections, I've written grants, and
6 I have never heard of giving the first pass on grants
7 to an outside consultant. It's just unheard of.
8 NIH and NSF always have three scientists
9 review something. Then they will present it to a study
10 section. The study section will go over it, and then
11 present it to council, who decides on funding and
12 funding priorities.
13 So you are actually equivalent to the
14 council at NIH; you're not equivalent to the study
15 sections. And you need technological input. You have
16 a cornucopia of technological input in San Diego, you
17 have a great university in UCSD, you have two other
18 universities, you have many institutions, and it would
19 make sense to bring them in to evaluate the science and
20 engineering.
21 About the business, leave that to your
22 people, but as I said, it's fine to have a consultant
23 set up the criteria for you and the organization, but
24 to entrust the consultant to evaluate science, that, I
25 think, is very strange. Thank you.

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1 MS. FRYE: Jane Howell, followed by Erica
2 Johnson, followed by Marv Lyons.
3 MS. HOWELL: I'm Jane Howell with the
4 Urbancorps of San Diego, and I have a really quick
5 question. I'm the grant writer, so I get to put all
6 this together, and I'm assuming get it in by July 2nd.
7 And what I'm hearing here is there isn't clear criteria
8 for me to really understand how to make my proposal the
9 most competitive.
10 MS. FRYE: I believe the criteria is very
11 clear, as far as what the Department of Energy wants.
12 MS. HOWELL: Okay. But in terms of what the
13 City wants in how the selection will be made.
14 MS. FRYE: We want to comply with the
15 Department of Energy criteria and the ranking system.
16 but the criteria will be based on the Department of
17 Energy in order for us to be in compliance.
18 MS. HOWELL: Are there guidelines yet --
19 there were issues with the funding guidelines. Are
20 there funding guidelines from the City?
21 MS. FRYE: The funding guidelines from the
22 City are based on the Department of Energy criteria, so
23 that is what we'll be looking at.
24 MS. HOWELL: So there is not going to be an
25 individual criteria that the City -- that's what it

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1 sound like to me. I'm just a little confused.
2 MS. FRYE: There are two criteria. There's
3 the Department of Energy criteria, which is what the
4 grant should comply with. How the committees will be
5 ranking these will be based on how well they comply
6 with the Department of Energy guidelines, and so we're
7 in the process of sort of going over that discussion,
8 which we'll probably finalize on July 2nd.
9 You may not have been in the room, but the
10 soft deadline is July 2nd, and we have extended --
11 there was a vote taken and it was the committee's
12 consensus that the soft deadline remain, but that there
13 be some extension of time in order to have these
14 further discussions.
15 MS. HOWELL: Thank you. I appreciate your
16 help.
17 MS. FRYE: Thank you for coming.
18 MR. HANNAM: I mean, there's enough here for
19 a lot of work to get started straight-away. I mean,
20 because whatever we decide, it has to meet this
21 criteria. So there's a lot to do here, believe me.
22 MS. JOHNSON: Hello, again, thank you.
23 Thank you guys for all having this forum for us. I
24 just have a couple more suggestions in regards to the
25 evaluation of new projects and strategy. I call upon

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1 you to consider the triple bottom line as part of
2 evaluating the projects, taking into consideration the
3 ecology ethics and economics.
4 Also, I'm wondering if you guys are planning
5 on putting in a variety of projects, if there's going
6 to be like a certain amount allocated towards solar
7 thermal, solar light and efficiency, water, wind,
8 allowing our citizens to gain a broad awareness of all
9 the feasible projects.
10 Also, keeping the region's issues in mind,
11 pertinent to San Diego specifically, we're in the
12 middle of a water crisis. And I think that it would be
13 really important to include water in all of our local
14 issues in mind when making these selections.
15 Also, I'm kind of confused as to who's going
16 to be benefiting the most from this. Will it be
17 government, business, schools, homeowners? Are we
18 going to set guidelines that all of those are being
19 addressed?
20 Also, in regards to if we were to vote a
21 portion of the funds to city projects, I think it would
22 be great if we could take the savings from those
23 projects and put them into additional energy efficiency
24 projects.
25 And in response to Andrew, I think it's a
1 really good idea to have high-profile community visible
2 projects, such as community centers, libraries, visible
3 places where we are demonstrating these technologies
4 and, again, focusing on schools for future generations.
5 And then, also, in response to Micah's
6 comment, I think it's really important that there is a
7 community-wide engagement, and that we're outreaching
8 to all community organizations and doing outreach
9 through San Diego. So if we could have some press
10 releases generated so that the community at large is
11 aware of these meetings taking place and that they can
12 all have an input. Thank you again, and have a
13 beautiful day.
14 MS. FRYE: Thank you. Marv Lyons, followed
15 by Heather Shepard, and I think that's all the speakers
16 that there's -- speakers who I haven't called your name
17 and you filled out a slip, please come forward.
18 MR. LYONS: Following up on the incredible
19 agile mind of the young lady who just spoke. And
20 what -- Paul's concerns about an overall view and
21 involving community, and also dealing with Risa's
22 concerns about sources of funds, ideally, if we were to
23 create something like a green challenge, a green
24 olympics, we would also then include all these
25 organizations as champions for a specific cause.

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27 (Pages 102 to 105)

1 So it involves the whole community, and then
2 they can challenge each other, they can challenge
3 governmental officials. And so, again, it's a way to
4 get everybody engaged and to make a serious
5 transformation long-range.
6 And, you know, the idea that is -- to create
7 this challenge would be a small percentage of your
8 funds and receive a long-range program. But beyond
9 that, I have a video about a green challenge on my web
10 site. It's EarthTHRIVE dot org. EarthTHRIVE,
11 E-a-r-t-h-t-h-r-i-v-e dot org.
12 MR. MCALLISTER: I have a suggestion,
13 actually. I have a feeling that we're going to get a
14 lot more proposals than there's funding for.
15 MS. FRYE: Absolutely.
16 MR. MCALLISTER: And I hope that's the case,
17 and it actually kind of opens up opportunities to build
18 on what the previous speaker said, an opportunity to
19 keep track of all of that. Going forward and look for
20 ways for the City and those projects or other
21 iterations of those projects to sort of move forward
22 and holding hands and trying to identify money from --
23 other funding sources, whether it's stimulus or not, to
24 sort of keep this incubator idea going. That could be
25 a nice by-product useful process.

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1 MS. FRYE: And I expect it will be. The
2 idea was putting together the energy strategy, of
3 course, to include projects in that so that when
4 funding opportunities do come along again, and we
5 believe they will, that we actually have projects ready
6 to go, that have already been ranked and have already
7 been through criteria, and we can just say, yeah, we
8 are ready to go. That is a part of this as well.
9 MR. MCALLISTER: Or they could be executed
10 and fed right back into the process in the way that the
11 City can move forward in a very innovative way.
12 MS. FRYE: I'm feeling innovative. And, in
13 fact, I think we should call this room the green room.
14 Heather Shepard.
15 MS. SHEPARD: Good morning. My name is
16 Heather Shepard, and I'm a consultant working with
17 Green and Clean Technology companies here in San Diego
18 and around the country.
19 I have one comment and one question. I'd
20 like you really to consider, in addition to picking
21 projects which would have high impact sort of
22 visibility and a motivating factor, but also to use
23 this opportunity to create a vision for the City and
24 think about those future goals, and that this portion.
25 this \$12 million, although it's not a huge amount, but

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1 really is a down payment on that. I think you have an
2 opportunity not only with the projects you select, but
3 in how you communicate with the goals of this committee
4 to sort of do both that big picture and some of this
5 incremental steps, and I think that would be important.
6 And you really can leverage a lot of
7 thinking in the best practices that are being done
8 around the country. San Diego, I think, is a little
9 bit behind in making some of these bold visions. A lot
10 of work has been done already. I don't think this
11 would take a lot of time, but I would really encourage
12 you to reach out to some other cities and communities
13 see how they're planning to use those funds. We're not
14 competing with them for that, so there really is an
15 opportunity to share, and I don't think it would take a
16 lot of time.
17 My question is: Initially, this was started
18 with the proposal to spend a portion of this or a chunk
19 of it on the Balboa Park project, and I'm just
20 curious -- so that was \$11 million out of the
21 12 million, is that -- is there a commitment that we
22 have to spend a certain amount of these funds for that,
23 or is that now just going back into the pool and that's
24 one of the projects that would be evaluated?
25 MS. FRYE: To answer your question, there

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1 were, I believe, five projects that were proposed by
2 the mayor's office. One of those included a \$5 million
3 of the 12.5 to put solar, I believe, on -- in Balboa
4 Park. That project will be competing, like all the
5 projects, with -- through this committee. Does that
6 answer your question?

7 MS. SHEPARD: Yes.

8 MS. FRYE: I think that's all the public
9 speakers. I just want to do a little wrap-up. All the
10 documents that have been received today will be
11 available and posted on the City's Energy home page.
12 I'm going to tell you what that home page is.
13 www.SanDiego.gov, is that a backslash,
14 environmental-services, backslash energy, backslash.
15 So -- and if anyone has --

16 MR. BLAIR: The easiest way to get to that
17 web site is to go to the City home page on the regular
18 San Diego City page. It's the www.SanDiego.gov. And
19 if you go to that web site, in the info section in the
20 middle of the page, there's an energy alert status, and
21 you just click on the energy alert status, it takes you
22 right to the page.

23 MS. FRYE: We're not taking any more public
24 comment, but I think we've done pretty well. Are there
25 any committee comments? And can I ask you all one more

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1 question. We had set up the meeting for July 2nd
2 starting at 8:30 to 11:30. Could we go to noon? Could
3 you guys commit to that, and I'll make sure that you
4 have more opportunity to take a break? Do you think we
5 could do that? All meetings will be in this green
6 room, which has now been renamed from the committee
7 room to the green room.
8 MR. BLAIR: We have had some problem
9 getting -- depends on what the date is.
10 MS. FRYE: We'll be meeting in either this
11 room or the council chambers, I guess. Do we have a
12 problem with getting this room on July 2nd?
13 MR. BLAIR: The 9th of July, the Planning
14 Commission has this room reserved.
15 MS. FRYE: We'll figure that out at our next
16 meeting. We'll kind of get the logistics. Assume
17 you'll be meeting here, unless we tell you otherwise.
18 But we'll give you plenty of notice. So I think we
19 have all that.
20 And just to briefly go over, just to make
21 sure that I've captured what the committee sort of --
22 what we've done today and what we can expect to happen
23 on July 2nd, we're going to have a portion of the
24 agenda for committee comment. That will not be
25 agendized, per se, but can be agendized at a future

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1 meeting to comply with the Brown Act.
2 We're going to talk about the time line,
3 finalize that, to the extent that we can. We are going
4 to develop and work on, and I would like everybody to
5 now for your homework to look at the energy strategy
6 for sustainable future that is part of your back-up
7 material. I believe you have that.
8 Were they provided with that, Tom?
9 MR. BLAIR: Yes.
10 MS. FRYE: You all got that. That will also
11 be on the City's web site. So it's also the public
12 homework, too. So look at that, because we want to get
13 that strategy, try and get that in place so that we can
14 start looking at the criteria.
15 We'll also be finalizing, to the extent that
16 we can, based on how far we get within the strategy on
17 the criteria, and then we will be also looking at -- I
18 think Risa had talked about she would get us some
19 information about other funding opportunities and
20 filling some of those funding grants.
21 MS. BARON: I'll put together a table.
22 MS. FRYE: If you can just get that to Anita
23 Pyle, please.
24 Ed?
25 MR. SMITH: Will the list that she compiled

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1 be available before our next meeting?
2 MS. FRYE: Yeah. What we'll do is we'll
3 have the agenda packet ready as quickly as possible.
4 We have a 72-hour requirement to at least get our
5 agenda out. We'll get all the information to Anita,
6 who will then get it out to all of you.
7 And sometimes there will be additional
8 material that will be provided at the meeting that's
9 provided to the public. I also encourage the public,
10 if you have information, to get it to Ms. Pyle.
11 Risa.
12 MS. BARON: I just wanted to add, for folks
13 that may be interested in putting together proposals,
14 the California Public Utilities Commission has just
15 approved their long-range strategic plan for energy
16 efficiency. And if you Google
17 CaliforniaEnergyEfficiency.com, you could see that
18 document. The public document, it publicly generates
19 really good ideas for folks, on project ideas and
20 things that you can do, and we can certainly get the
21 link out to everyone.
22 But this is the vision for the State of
23 California and some of -- there's some really
24 interesting project ideas, or really the vision where
25 we want to take the state in terms of energy

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1 efficiency. And it's just a really good reference
2 document, and it really addresses a lot of the goals
3 that are being set with the block grants.
4 MS. FRYE: Thank you. Are there any
5 other -- any wrap-up? Any comments?
6 All right. The meeting is adjourned for
7 today. We'll see you July 2nd at 8:30.
8 (The meeting adjourned at 11:02 a.m.)
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1 CERTIFICATE OF REPORTER

2

3 I, LORIE RHYNE, the Certified Shorthand
4 Reporter, in and for the State of California, do hereby
5 certify;

6

7 That the foregoing proceedings were reported by me
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9 that the foregoing is a true record of the proceedings taken
10 at that time.

11 IN WITNESS WHEREOF, I have subscribed my name this
12 1st day of July, 2009

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